.Gov Domain Transition

Summary of relevant get.gov information for Joplin City Government

Missouri Municipal League

Bulletin for week of July 14-20

Dot Gov Domain – MML encourages all local governments to use the .gov domain for their municipality websites as well as official email addresses. Using a .gov domain for your online services helps the public quickly identify you as a trusted government source. This reduces the risk of cyberattacks for the whole community. Missouri municipalities can obtain free .gov domains via the get.gov website. Note that the while the domain URL is free; the municipality must still arrange for website and/or email hosting services.

Before requesting a .gov domain

Steps to complete the request as quickly as possible

Before requesting a .gov domain

Eligibility

As the City government, we are eligible

Domain name

Choose an available .gov domain

Senior official

Determine our senior official and ensure they approve of the request

Request form

Gather information to complete domain request

Account

Create a login.gov account to request a domain

Eligibility

Government organizations at all levels are eligible for .gov domains

Domain Name

General rules for .gov domain names

Good domain names are memorable and easy to say out loud.

Senior Official

You must have approval from a senior official within your organization

Your senior official is a person within your organization who can authorize your domain request.

Request form

Here’s what you’ll need to complete the form

There’s more information about each section

- Type of government organization
- Organization name and mailing address
- Your senior official
- Current websites for your organization
- .Gov domain you want
- Purpose of your domain
- Your contact information
- Other employees from your organization

Account

Creating a Login.gov account

- Enter email address at secure.login.gov
- Click “submit” button
- Check email for confirmation message
- Click “confirm your email address” button in the message
- Create a secure password
- Set up a second layer of security
- Success!

Moving to a .gov domain

Best practices to help with the transition

Checklist for moving to a .gov

- Start process early
- Include IT & communications staff
- Meet domain name requirements
- Complete the .gov domain request form
- Identify potential technical upgrades for transition
- Keep current domain
- Find DNS hosting services
- Audit existing web content
- Move email to .gov
- Follow domain security best practices
- Develop a communications plan
- Research financial assistance



cisa.gov

The Cybersecurity and Infrastructure Security Agency (CISA) and Federal Bureau of Investigation (FBI) jointly released The .gov Domain: Helping Mitigate Election Office Cybersecurity and Impersonation Risks.

Thanks for listening

Time for discussion

JoplinMo.org Analytics Report

Quantitative Analysis | August 2024

Google Analytics

Aug 2022 - Aug 2024

User Acquisition

716K Total Users

Monthly spike in May 2024 with 39,054 users, up from 2,220 expected users, making a 48.3% increase.
Likely because of EF-1 tornado

Traffic Acquisition

Organic Search 447,290
Direct 239,857
Unassigned 98,826
Organic Social 25,248
Referral 12,853

First User Source

Google 400,612
(direct) 239,184
bing 20,450
m.facebook.com 16,552
yahoo 6,654

Engagement Overview

Average Engagement Time: 1m 07s

Average engagement time per session: 40s

Views: 2.2 Million

Peak: 5,204 (May 2, 2024)

Day after EF-1 Tornado

Low: 1,290 (Dec 25, 2023)

Christmas Day

Engagement Overview

Event Count By Event Name

Yellow highlight Event Names are imported from CivicPlus

Event name	Event count	Total Users
page_view	2241556	713102
Archive	1362863	54675
user_engagement	1299609	412272
AgendaCenter	1290415	6698
session_start	1194983	711837
DocumentCenter	813444	47916
first_visit	707865	710768
scroll	425497	220828
department_header_page_views	373130	150012
internal_link_click	190029	79282
internal_link_clicks	179346	69483
click	119948	62230
view_search_results	25801	15672
outbound_link_click	24754	15673
graphic_link_click	20887	16783
outbound_link_clicked	16446	12378
file_download	336	243

Engagement Overview

Pages and Screens (Top 1-25)

Page Path & Screen Class	Views	Active Users	Views/User	Avg. Engagmnt Time (sec)/User
/753/Online-Payments	261589	114936	2.27	18.8
/	226690	136006	1.66	19.4
/489/Media-Reports	129418	42434	3.04	34.3
/Jobs.aspx	116372	38501	3.02	103.8
/Archive.aspx	109131	31698	3.44	39.6
/bids.aspx	79342	14305	5.54	41.4
/Search	76408	25530	2.99	75.0
/Directory.aspx	64823	25328	2.55	69.4
/575/The-Spook-Light	43926	34438	1.27	57.5
/162/Parks-Recreation	37632	25428	1.47	17.5
/163/Police-Department	37172	23221	1.60	31.9
/957/Hours-Rates	34897	21991	1.58	36.1
/CivicAlerts.aspx	31377	20062	1.56	37.7
/486/Accident-Reports	25145	17297	1.45	23.2
/faq.aspx	23667	14367	1.64	48.3
/311/Jail	23017	14579	1.57	38.9
/jobs.aspx	20941	10247	2.04	70.5
/149/Airport	20919	16879	1.23	19.7
/directory.aspx	20672	13386	1.54	25.6
/8/Departments	19918	12976	1.53	34.0
/293/Recycling-Solid-Waste-Management	18272	12775	1.43	44.9
/MyAccount/	17099	10180	1.67	18.6
/977/Youth-Sports	16797	10180	1.65	39.2
/788/Aquatics	15951	11832	1.34	32.9
/Bids.aspx	15835	6661	2.37	44.3

Yellow/Blue Highlighting = Engagement Time > 60 seconds

Engagement Overview

Pages and Screens (Top 26-50)

Page Path & Screen Class	Views	Active Users	Views/User	Avg. Engagmnt Time (sec)/User
/120/Housing-Authority	14388	8423	1.70	52.1
/Online-Employment-Application-90	13983	6721	2.08	404.3
/365/Public-Transportation	12258	7268	1.68	58.4
/156/Fire-Department	12133	7823	1.55	27.9
/576/Bonnie-Clyde	12128	10297	1.17	36.4
/157/Health-Department	11853	8797	1.34	27.4
/161/Municipal-Judge-Court	10971	7443	1.47	40.0
/141/City-Council	10744	5607	1.91	56.0
/civicalerts.aspx	10716	4995	2.14	40.5
/932/Housing-Neighborhood	9884	5174	1.91	49.3
/agendacenter	9553	3609	2.64	101.9
/142/Elections	9079	6822	1.33	23.4
/327/Animal-Control	9016	6360	1.41	69.9
/314/Registered-Sex-Offenders	8922	7017	1.27	23.4
/1101/Holiday-Lights	8841	6575	1.34	33.5
/228/Business-Licenses	8695	4941	1.75	45.1
/265/Building-Division	8671	4874	1.77	73.8
/682/Welcome	8564	6443	1.32	29.5
/168/City-Maps	8331	6132	1.35	23.5
/182/Video-Multimedia	7578	3017	2.51	28.8
/905/GIS-Survey-Section	7449	4130	1.80	13.0
/393/Birth-and-Death-Certificates-Vit...	7210	5084	1.41	44.1
/MyAccount	7205	4955	1.45	16.2
/165/Public-Works	6753	4237	1.59	44.9
/264/Applications-Permits	6461	3832	1.68	68.5

Yellow Highlighting = Engagement Time > 60 seconds

Technology Overview

Site redesign must be designed for mobile devices

Device Category by Numbers

Mobile 488,017
Desktop 278,304
Tablet 9,993
Smart TV 65

Device Category by Percent

Mobile 62.9%
Desktop 35.8%
Tablet 1.3%
Smart TV . . . . . .>0.1%

Operating System

iOS 338K
Android 158K
Windows 143K
Macintosh 48K
Linux 19K

Tech Details

Browsers (Top 25)

Browser	Active Users	Engaged Sessions	Engaged Sessions/User	Avg. Engagmnt Time (sec)/User
Safari	321873	224705	0.6981	42.2
Chrome	308850	347953	1.1266	84.8
(not set)	94514	20	0.0002	0
Edge	31716	61111	1.9268	172.5
Safari (in-app)	17671	9205	0.5209	30.8
Samsung Internet	12602	11641	0.9237	59.4
Firefox	11097	10665	0.9610	73.7
Android Webview	9615	5838	0.6071	52.3
Opera	1606	1419	0.8835	63.5
Internet Explorer	1094	586	0.5356	3.1
Amazon Silk	1072	1239	1.1557	105.5
Mozilla Compatible Agent	195	39	0.2000	3.2
YaBrowser	61	52	0.8524	37.1
UC Browser	38	17	0.4473	11.2
Android Browser	21	15	0.7142	1.1
Konqueror	11	10	0.9090	0
Aloha Browser	10	8	0.8000	74.6
Meta Quest Browser	8	7	0.8750	30.6
Mozilla	8	7	0.8750	0
Opera Mini	8	4	0.5000	0
SeaMonkey	7	6	0.8571	1.7
Android Runtime	6	5	0.8333	5.6
BlackBerry	6	0	0	0
DuckDuckGo Browser	6	1	0.1666	12.1
Puffin	6	4	0.6666	0

Yellow Highlighting = Engagement Time > 60 seconds

Edge is default browser on most City computers

User Demographics

City (Top 25)

City	Active Users	Engaged Sessions	Engaged Sessions/User	Avg. Engagmnt Time (sec)/User
Joplin	108025	154768	1.43	117.91
(not set)	95996	52003	0.54	32.72
Des Moines	71312	429	0.00	0.40
Chicago	62765	47317	0.75	48.17
Dallas	53902	39104	0.72	42.22
Kansas City	53157	51381	0.96	68.51
Denver	30163	28591	0.94	67.39
Springfield	14709	15890	1.08	90.86
Ashburn	8974	2865	0.31	11.14
Carl Junction	8647	9658	1.11	96.32
St. Louis	8440	6244	0.73	54.07
Carthage	7271	7986	1.09	90.02
New York	6721	4527	0.67	33.94
Neosho	4756	5819	1.22	108.60
Oklahoma City	4714	3324	0.70	58.47
Los Angeles	4343	2545	0.58	33.91
Houston	4228	3140	0.74	53.43
Republic	4224	5459	1.29	106.53
Columbus	3961	1787	0.45	31.24
Overland Park	3640	2756	0.75	47.45
Pittsburg	3093	3314	1.07	80.57
San Francisco	3028	823	0.27	19.52
Atlanta	2824	2078	0.73	48.12
Minneapolis	2659	2156	0.81	54.34
Jefferson City	2341	2773	1.18	108.66

Yellow/Blue Highlighting = Engagement Time
> 60 seconds, other than Joplin

Joplin Airport has direct flights from Chicago & Denver.

Des Moines has lots of users, but very low engagement time.

User Demographics

Country (Top 25)

City	Active Users	Engaged Sessions	Engaged Sessions/User	Avg. Engagmnt Time (sec)/User
United States	689651	648464	0.94	68.66
India	5357	4218	0.78	29.91
Canada	4828	2766	0.57	24.01
United Kingdom	2336	769	0.32	17.50
China	2222	1051	0.47	14.81
Ireland	1809	550	0.30	8.47
Australia	1231	280	0.22	14.43
Hong Kong	1092	116	0.10	4.39
Philippines	1029	1001	0.97	59.39
Germany	985	439	0.44	22.39
Indonesia	895	522	0.58	34.33
New Zealand	802	86	0.10	7.86
Sweden	781	382	0.48	15.43
Netherlands	572	260	0.45	21.77
Pakistan	510	535	1.04	51.48
Mexico	492	277	0.56	41.55
Singapore	434	151	0.34	16.09
France	417	259	0.62	33.46
Japan	404	180	0.44	25.69
Brazil	356	195	0.54	42.29
Ukraine	356	298	0.83	23.54
Nigeria	282	180	0.63	49.23
Spain	248	104	0.41	18.57
(not set)	215	111	0.51	38.22
Bangladesh	193	105	0.54	35.15

Yellow/Blue Highlighting = Engagement Time
> 30 seconds, excluding USA

User Demographics

Language (Top 25)

Highlighting Engagement Time Over 30 seconds

Yellow/Blue Highlighting = Engagement Time
> 60 seconds other than English

Arabic has second highest engagement time after English, almost 2x more than Spanish – possibly refugee community.

Lots of tourism from France, Germany, Japan, Italy, Sweden, etc.

Language	Active Users	Engaged Sessions	Engaged Sessions/User	Avg. Engagmnt Time (sec)/User
English	700633	661057	0.94	68.31
Chinese	7287	1410	0.19	6.27
(other)	4977	525	0.10	0.05
Spanish	2602	1648	0.63	37.43
French	426	277	0.65	35.97
German	392	277	0.70	42.11
Russian	348	306	0.87	32.15
Portuguese	306	166	0.54	36.42
Dutch	284	88	0.30	16.57
Japanese	176	109	0.61	36.79
Italian	151	95	0.62	36.18
Korean	125	65	0.52	21.84
Swedish	118	71	0.60	55.77
Arabic	93	52	0.55	62.61
Vietnamese	91	47	0.51	14.43
Polish	88	56	0.63	31.52
Danish	64	40	0.62	46.39
Czech	59	38	0.64	47.18
Finnish	55	35	0.63	38.96
Turkish	54	24	0.44	14
Indonesian	46	18	0.39	25.34
Norwegian	41	27	0.65	22.68
Ukrainian	41	30	0.73	53.87
Greek	28	18	0.64	20.92
Hungarian	28	11	0.39	19.96

Behavior Flow

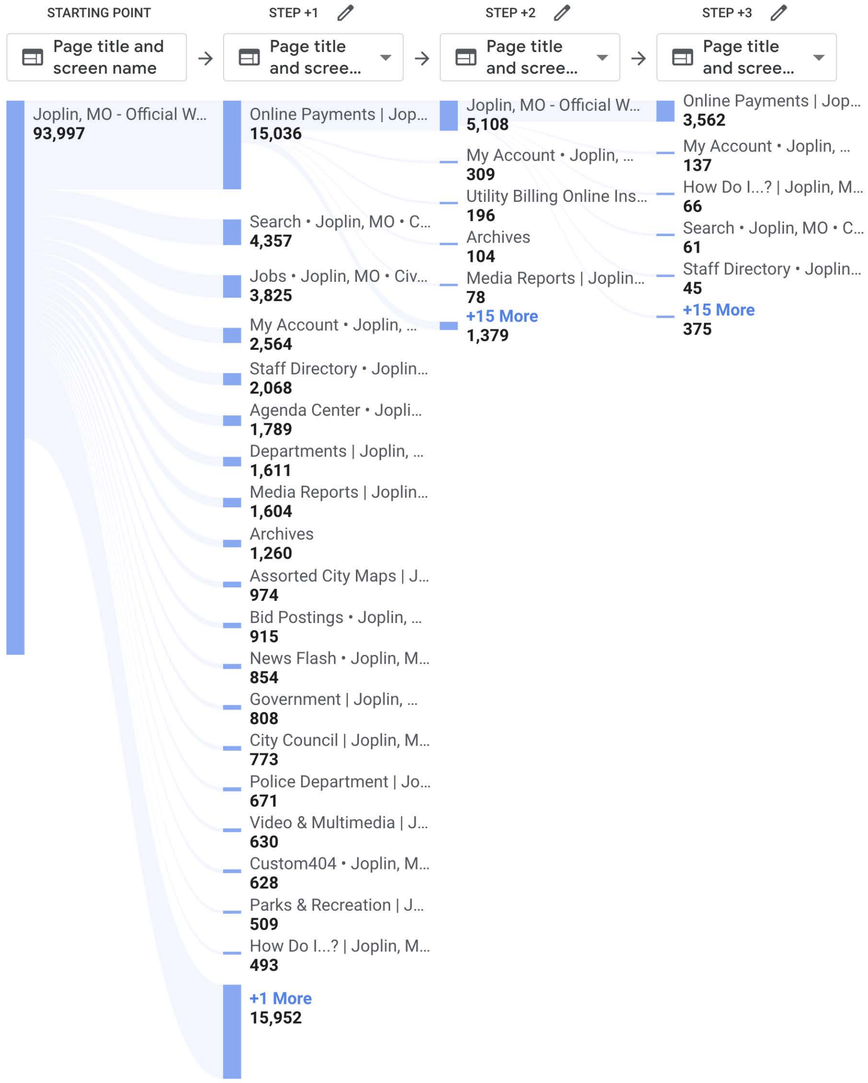
Starting Point: JoplinMo.org

Last 12 Months | Segment: US

Most users go directly to Online Payments, followed by:

- Search
- Jobs
- My Account
- Staff Directory
- Agenda Center

Path Exploration, Total Users



Behavior Flow

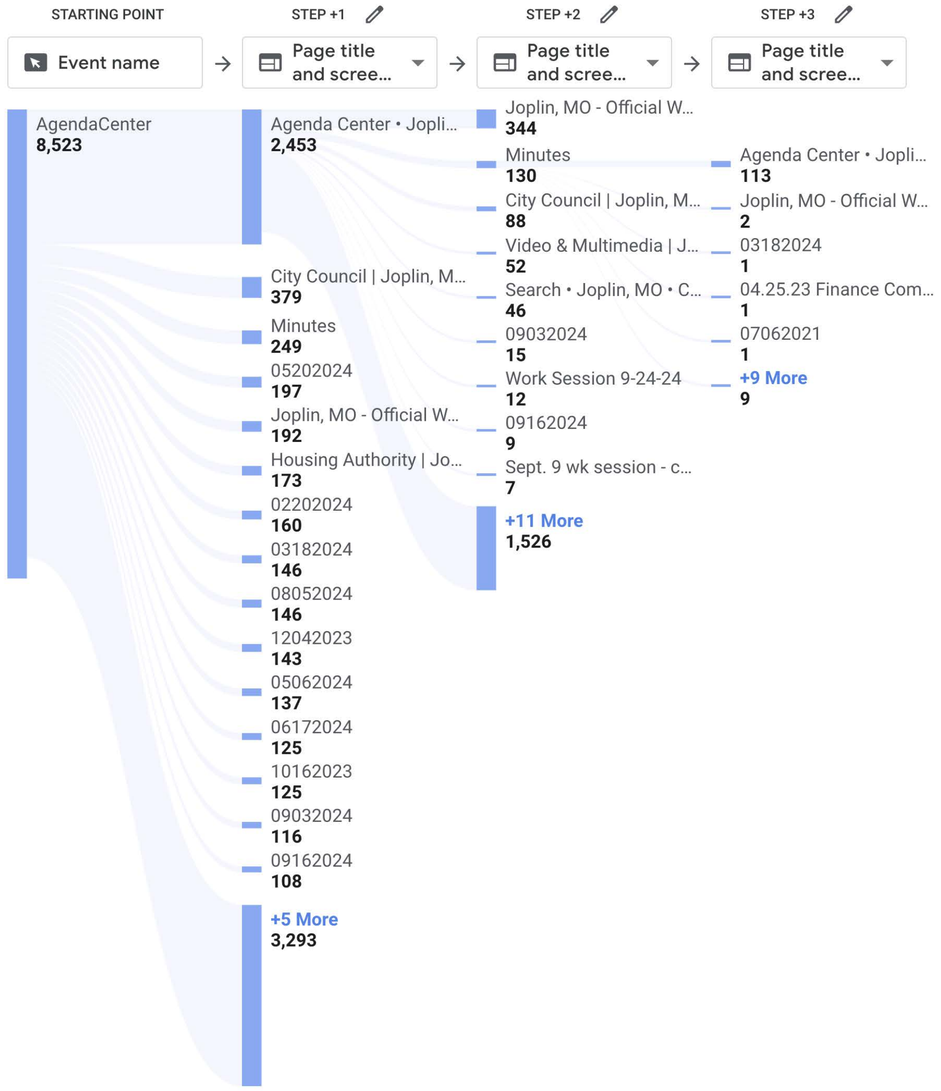
Starting Point: Agenda Center

Last 12 Months | Segment: US

Majority of users searching for public records relating to City Council Meetings

Page name convention is MMDDYYYY, better convention is YYYYMMDD so that months of different years do not group together, and speciffic meetings can be easily found.

Path Exploration, Total Users



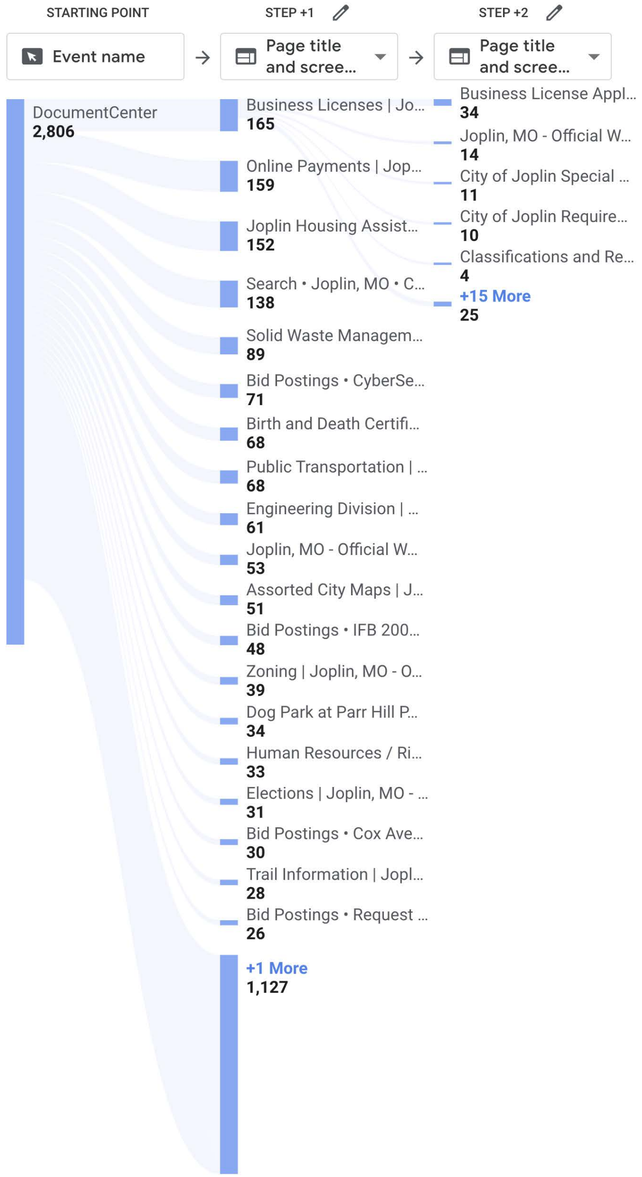
Behavior Flow

Starting Point: Document Center

Last 12 Months | Segment: US

Users have a diverse set of goals when visiting Document Center. Standardized organization practices will help them find what they are looking for.

Path Exploration, Total Users



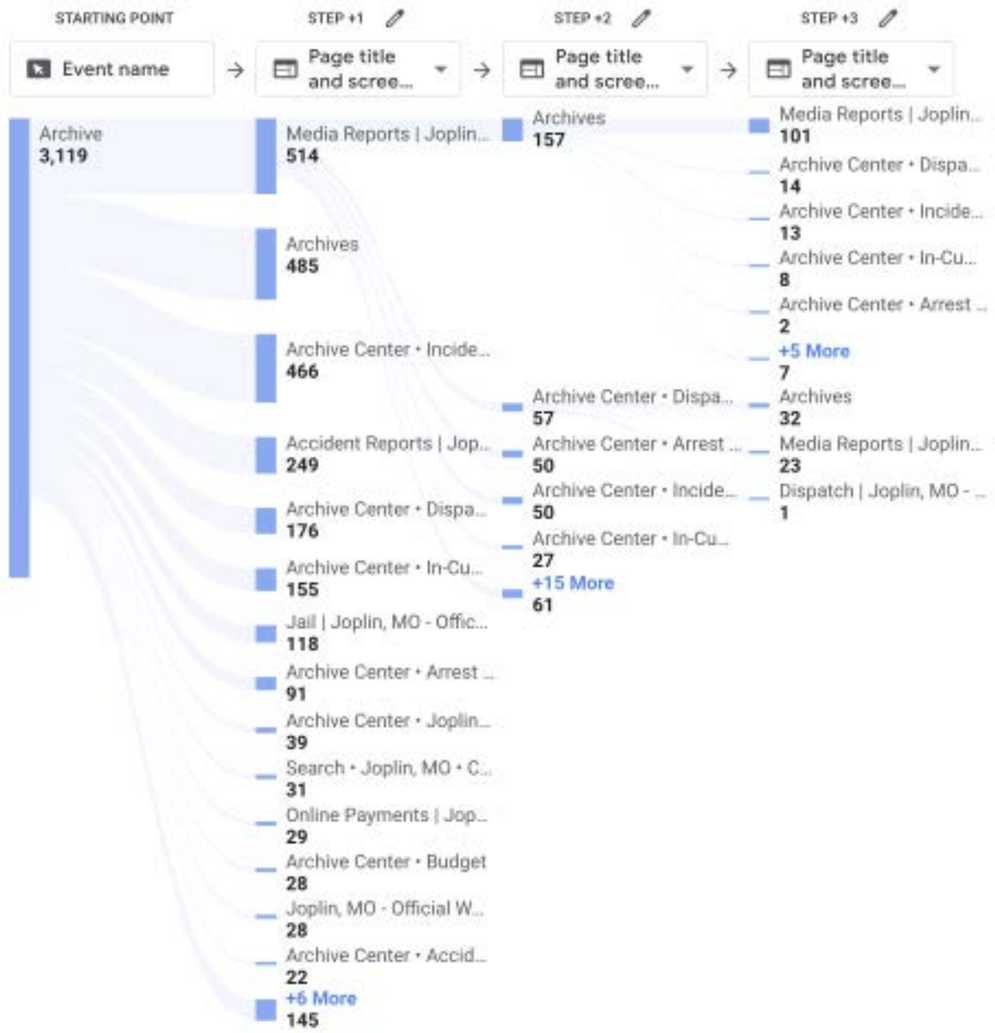
Behavior Flow

Starting Point: Archive

Last 12 Months | Segment: US

Majority of users searching for public records relating to Police Department activity

Path Exploration, Total Users



Behavior Flow

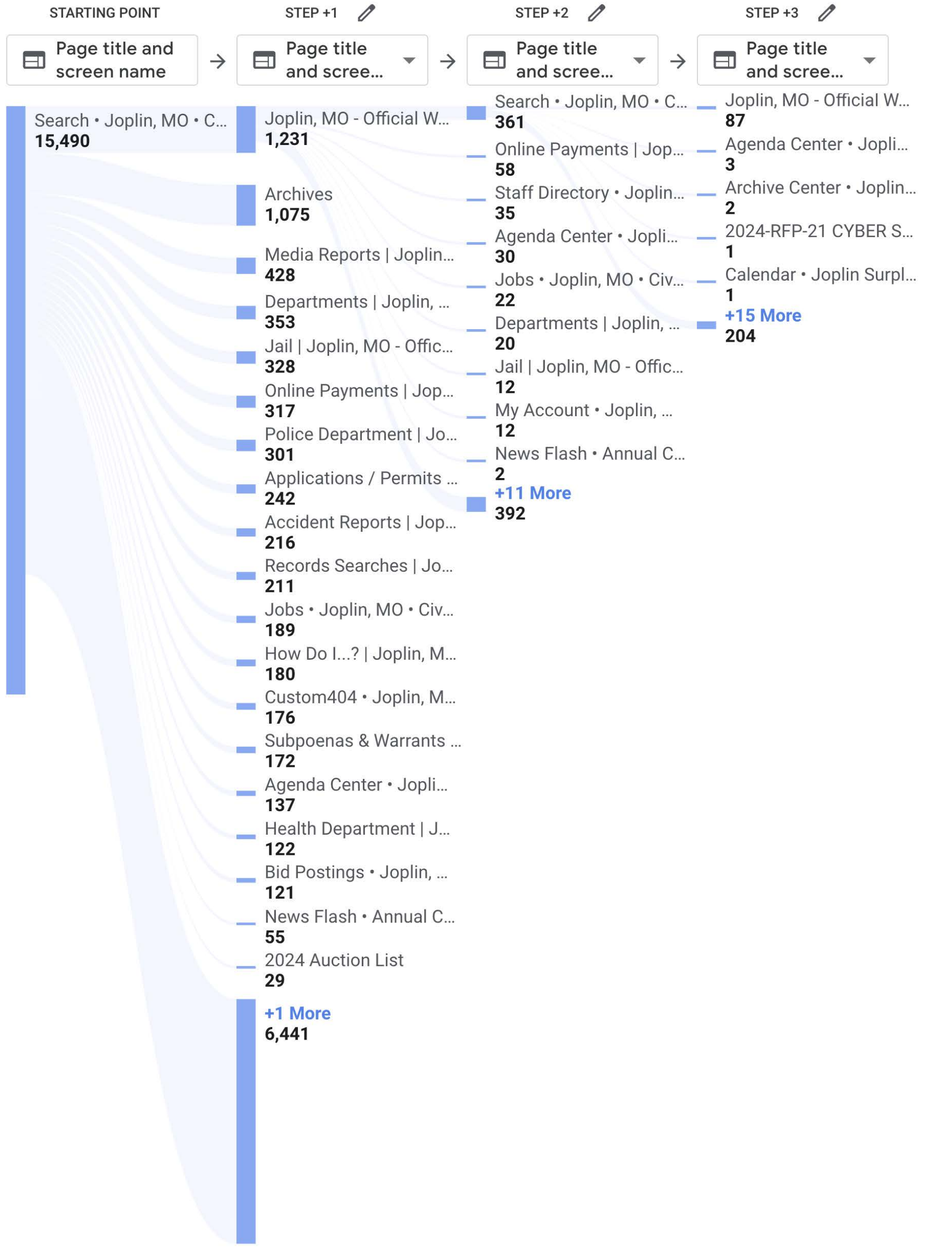
Starting Point: Search

Last 12 Months | Segment: US

After Home page, the second highest user group goes straight to Search, and the highest landing page after Search is the home page.

Top 25 searches included later in this report, data from CivicPlus

Path Exploration, Total Users

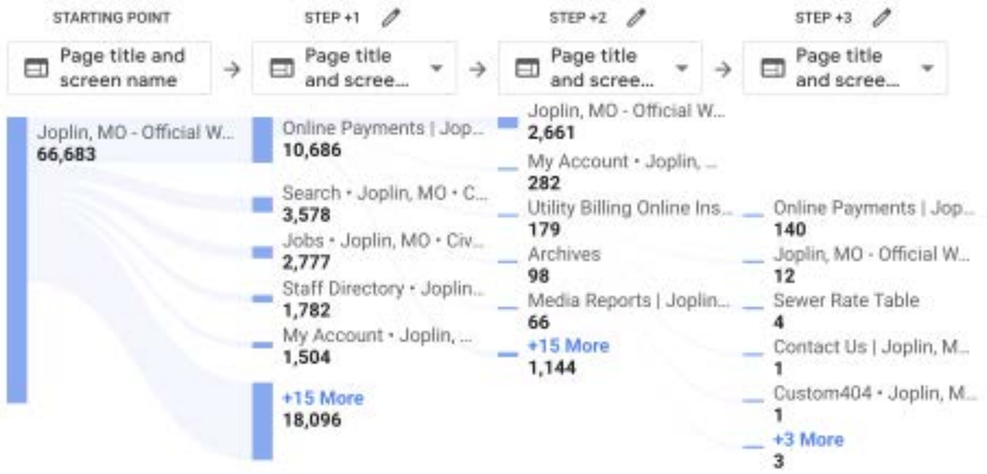


Behavior Flow

Online Payments, Total Users

Last 12 Months | Segment: US

Starting Point: JoplinMo.org



Starting Point: Online Payments



After Online Payments, most users land on home page – suggests they successfully completed their goal.

Many visit My Account and return to Online Payments.

3rd group visits Instructions page - could this information be available on the Payment page?

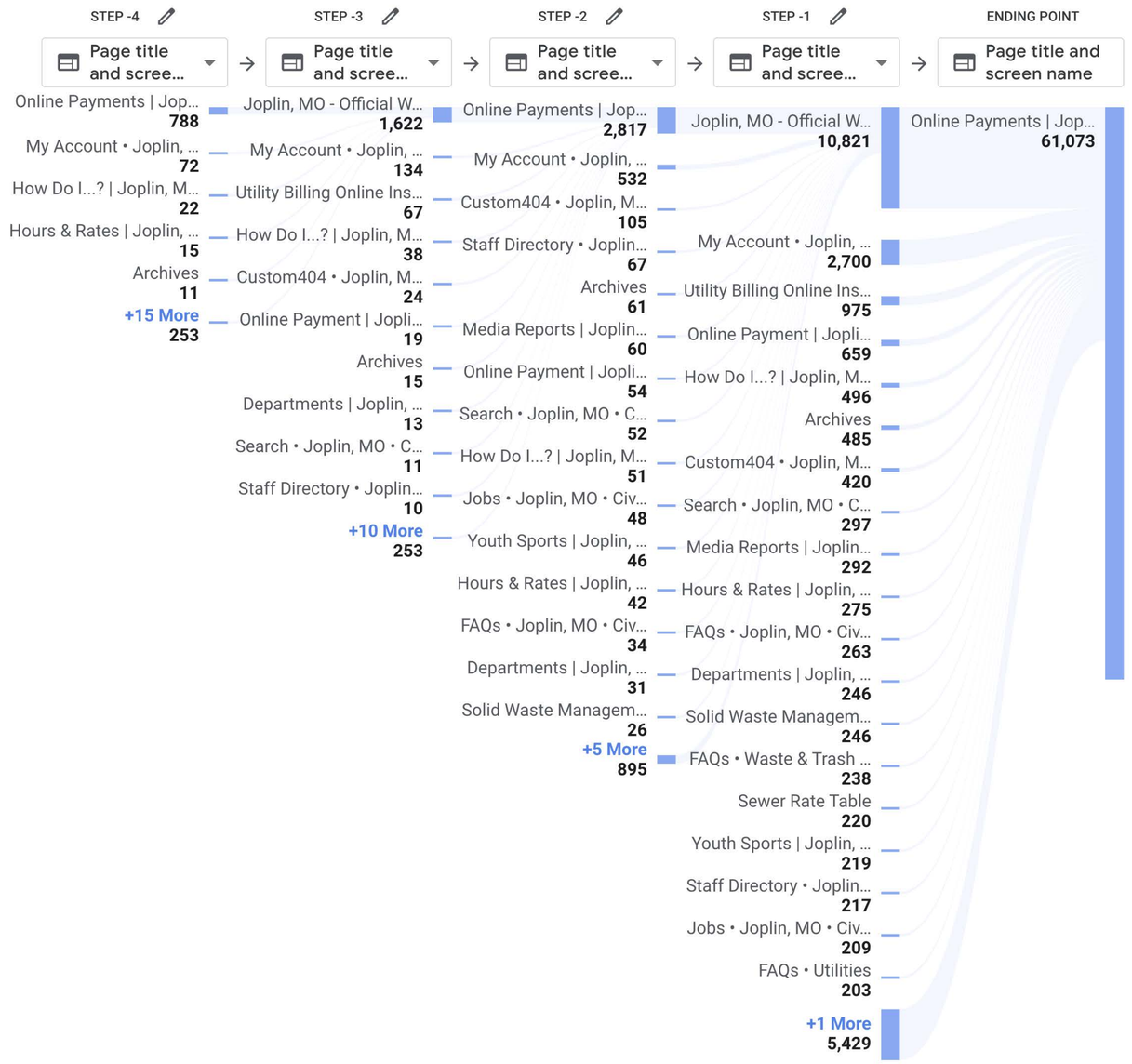
Behavior Flow

End Point: Online Payment

Last 12 Months | Segment: US

Before visiting Online Payments, many users bounce back and forth between home page and Payments.

Path Exploration, Total Users



Behavior Flow

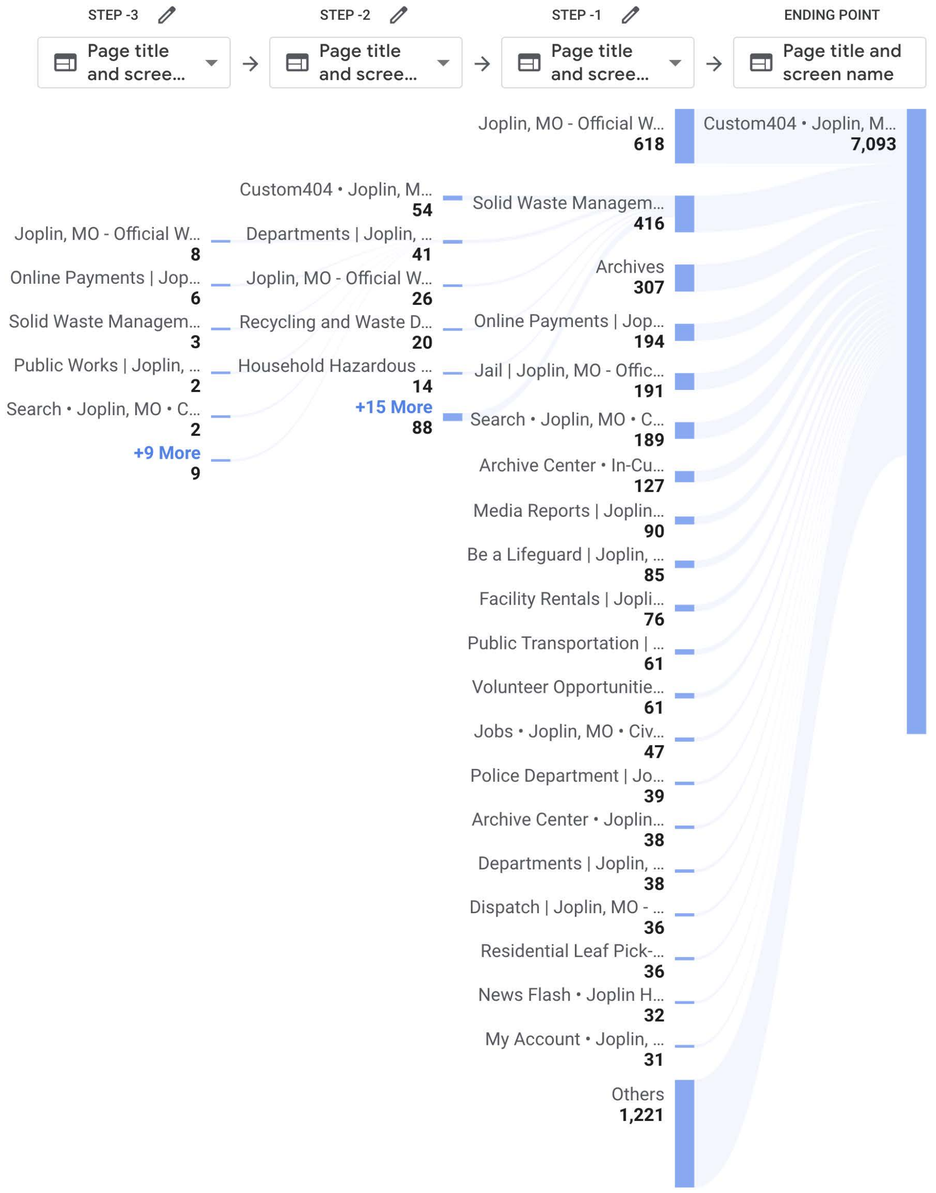
End Point: Custom 404

Last 12 Months | Segment: US

Majority of users landing on 404 page come from Home, followed by:

- Solid Waste Management,
- Archives
- Online Payments
- Jail
- Search
- Archive Center
- Media Reports
- Be A Lifeguard
- Facility Rentals
- Public Transportation

Path Exploration, Total Users



Civicengage Central

Sight Tools Insights

Site Report: Pages

Total Pages: 800

Status	Count	Percent
Published	442	55.3%
Draft	126	15.8%
Hidden	53	6.6%
Linked Page	179	22.4%

Only 55.3% of pages published seems problematic.

Percentages of Draft/Linked Pages seems excessive.

Site Report: Modules

Yellow/Blue Highlighting = Items > 100, suggesting Module is possibly under-used

Name	Categories	Items
Activities	0	0
Agenda Center	30	3058
Alert Center	5	0
Archive Center	25	4399
Bid Postings	12	7
Blog	0	0
Calendar	13	1337
Community Voice	6	0
Document Center	495	8312
Facilities	4	44
FAQs	49	382
Form Center	13	37
Graphic Links	94	94
Info Advanced	89	89
Jobs	34	21
News Flash	12	18
Opinion Polls	0	0
Photo Gallery	5	14
Quick Links	84	84
RequestTracker	0	0
Resource Directory	809	640
Staff Directory	36	337

Alert Center

Category	Alerts	Subscribers
Corona Virus Information	1	0
CyberSecurity Incident	1	43
Election Information	1	0
Emergency Alerts	10	1548
Flu Shot	0	0
Public Transit	1	14

Yellow/Blue Highlighting = Subscribers > 100,
suggesting feature is possibly under-used

Subscriber Management

Module	Subscribers
Corona Virus Information	0
CyberSecurity Incident	43
Election Information	0
Emergency Alerts	1548
Flu Shot	0
Public Transit	14

Yellow/Blue Highlighting = Subscribers > 100,
suggesting feature is possibly under-used

News Flash

Category	Items	Subscribers
Airport	7	167
City Manager Updates	2	158
City News	24	539
City Road Closures	2	336
Emergency Management	4	406
Fire Department	3	260
Health Department	6	396
Home - Spotlight	5	74
JATSO	1	17
Neighborhood Improvement	4	120
Parks & Recreation	4	260
Police	2	391
Total	**64**	**3124**

Yellow/Blue Highlighting = Subscribers > 100,
suggesting feature is possibly under-used

Top 25 Searches

1/1/2020 – 8/16/2024

Yellow/Blue Highlighting = Police Department

Kylea Gomez is a social media influencer

Term	Searches	Last Searched
jobs	202	8/16/2024 5:21:55 PM
inmate roster	193	8/16/2024 4:48:26 PM
inmate	153	8/16/2024 4:47:56 PM
inmates	149	8/14/2024 5:16:32 PM
jhap	113	8/8/2024 4:50:13 PM
demolition	110	8/13/2024 12:54:28 PM
jail	75	8/15/2024 6:56:20 AM
kylea gomez	71	7/23/2024 1:12:38 AM
warrants	70	8/14/2024 1:20:07 PM
tornado	63	8/16/2024 3:50:12 PM
arrest	59	8/5/2024 12:27:10 PM
2906	57	8/16/2024 12:28:08 PM
media reports	57	8/8/2024 6:11:21 PM
police report	55	8/10/2024 12:37:38 PM
10\/12\/2020 incident report	53	6/11/2024 11:32:50 AM
arrest records	50	8/16/2024 4:33:35 PM
tree limb drop off 2024	50	8/15/2024 5:10:53 PM
inmate search	50	8/9/2024 9:19:33 AM
neighborhood crime interactive map	50	2/24/2024 9:25:27 PM
careers	49	8/12/2024 7:44:55 PM
arrests	48	8/13/2024 11:20:12 AM
permits	47	7/25/2024 1:05:23 PM
jail roster	44	8/15/2024 3:42:14 AM
employment	41	8/4/2024 2:37:44 PM
reports	40	8/16/2024 10:24:11 AM

Form Center Submissions

Overview 5/9/2012 – 8/16/2024

Category	Forms	Sumbissions
City Clerk	3	2772
CVB	3	124
Encrypted Forms	3	116
Fire Department	1	20
Health	6	177
Human Resources	1	8023
Information Technology	1	1039
Parks & Recreation	4	770
Planning and Zoning	4	0
Police Department	14	4629
Marketing & Communications	3	1029
Public Works	6	10
Total	**49**	**18,709**

Yellow Highlighting = Submissions > 100, suggesting feature is possibly under-used

Form Center Submissions

Comprehensive List, part 1

Yellow/Blue Highlighting = Submissions > 100 AND
Date Created is over 3 years ago, but not a draft

Department	Title	Submissions	Date Created	Last Modified
City Clerk	Boards & Commission Application Form	644	May 11, 2012	Sep 21, 2023
City Clerk	Request for Public Information	1,705	May 25, 2018	Jan 14, 2022
City Clerk	Request to Address Council	451	May 25, 2018	Jul 11, 2023
CVB	Request a Visitor's Guide	85	May 10, 2012	May 10, 2012
CVB	Request for Proposals	0	May 8, 2012	May 10, 2012
CVB	Submit a Calendar Event	39	Nov 12, 2012	May 10, 2012
Encrypted	Intake Form to Report Security Event	2	Mar 17, 2023	Mar 27, 2023
Encrypted	Police Citizens Academy	83	Apr 1, 2023	May 3, 2023
Encrypted	Request for Release of Weapon	31	April 1, 2023	Aug 6, 2024
Fire	JFD Class Reservation Form	20	Dec 30, 2013	Dec 31, 2013
Health	Health Concern	10	May 9, 2012	May 13, 2016
Health	WIC: Child Feeding Video Questions	21	Feb 25, 2013	Feb 28, 2023
Health	WIC: Milk Video Questions	12	Mar 5, 2013	Apr 16, 2013
Health	WIC: Whole Grain Video Questions	39	Feb 22, 2013	Jan 26, 2023
HR	Online Employment Application	8,217	May 8, 2017	Aug 23, 2024
IT	Computer Access Form	1,052	May 18, 2017	Feb 28, 2023
Parks	Adopt-A-Park Application	4	Jan 10, 2023	Jan 27, 2023
Parks	Joplin Parks & Recreation Donation Form	69	Jan 9, 2023	Jan 2, 2024
Parks	Feedback About Ewert Pool Study*	3	Aug 6, 2020	Feb 7, 2022
Parks	Tree Application Form*	698	Jul 25, 2012	Jan 10, 2017
P&Z	Business Employee List for Firm Applying as a Type 3 Section 3	0	Jun 13, 2024	Jun 13, 2024
P&Z	Section 3 Business Application	0	Jun 10, 2024	Jun 13, 2024
P&Z	Section 3 Resident Certification	0	Jun 13, 2024	Jun 13, 2024
P&Z	Section 3 Worker & Targeted Section 3 Worker Self-Certification	0	Jun 6, 2024	Jun 6, 2024

*Draft

Form Center Submissions

Comprehensive List, part 2

Yellow/Blue Highlighting = Submissions > 100 AND
Date Created is over 3 years ago, but not a draft

Department	Title	Submissions	Date Created	Last Modified
Police	Citizen Survey	10	Aug 15, 2012	Aug 15, 2012
Police	Compliment and Officer	30	Dec 30, 2022	Jan 23, 2024
Police	Contact Us Form	81	Apr 29, 2012	Jan 23, 2024
Police	Storm Shelter Location	1488	May 9, 2012	Mar 22, 2024
Police	File a complaint against an Employee	116	Apr 29, 2012	Jan 23, 2024
Police	Fill out a Business Information Card	209	Apr 10, 2014	Aug 2, 2023
Police	House and Business Check Form	68	May 22, 2012	Jan 25, 2019
Police	Police Citizens Academy*	152	Jul 25, 2019	May 3, 2023
Police	Report A Crime	1300	Apr 29, 2012	May 3, 2023
Police	Report a Traffic Complaint	625	Jul 19, 2013	Dec 29, 2023
Police	Request for Release of Property	0	May 25, 2012	Feb 28, 2023
Police	Request for Release of Weapon*	262	May 25, 2012	May 3, 2023
Police	Streetlight Outage*	263	May 9, 2012	Mar 18, 2019
Police	Submit a Tip	44	May 3, 2012	Jan 23, 2024
MarCom	Essential Business Determination	72	Apr 3, 2020	Apr 3, 2020
MarCom	Have Covid-19 Questions?	82	Apr 30, 2020	Jul 10, 2020
MarCom	Joplin Pays it Forward	884	Nov 15, 2013	Apr 19, 2024
PubWork	New Street Light Request*	0	Nov 5, 2021	Nov 5, 2021
PubWork	Odor Complaint Form*	0	Sep 5, 2019	Sep 5, 2019
PubWork	Oversized Load Application	0	Sep 5, 2019	Mar 16, 2021
PubWork	Street Light Outage Report*	0	Nov 5, 2021	Nov 5, 2021
PubWork	Transit Driver Pre-Application	11	Jul 11, 2024	Jul 11, 2024
PubWork	Transmittal & Tracking Sheet*	0	Sep 5, 2019	Sep 5, 2019

*Draft

SeeClickFix

Reports from 8/01/2019 to 09/19/2024

SeeClickFix

Comprehensive List, part 1

Category	Created	Acknowledged	Closed	Days To Acknowledge
Streetlight Outage/Issue	1844	882	1773	1773
High Grass/Weeds over 12" High	998	369	988	988
Other Public Works Operations Items	727	276	552	552
High Grass/Weeds over 12" High	712	353	685	685
Other Issue	633	178	600	600
Report Pothole, degraded Street, or poor Utility	621	151	594	594
High Grass/Weeds over 12" High	528	289	527	527
Trash/Rubbish on Lot	479	308	424	424
Other	439	34	437	437
Trash/Rubbish on Lot	381	255	370	370
Trash/Rubbish on Lot	325	141	313	313
Other	309	158	287	287
Inoperable Vehicle in the Street	285	8	284	284
Other Issue	244	132	224	224
Dead Trees, Shrubs, Limb Pile(s)	203	85	188	188
Vacant/Dangerous/Substandard Building	173	75	145	145
Other	157	59	157	157
Dead trees, shrubs, limb pile(s)	152	98	136	136
Non-operable Vehicle on Private Property	148	62	143	143
City Street Sign Issue	134	14	108	108
Non-operable Vehicle on Private Property	124	71	121	121
Low-Hanging Limbs over Street/Alley	115	82	109	109
Dead Trees, Shrubs, Limb Pile(s)	109	69	105	105
Mosquitoes	97	79	97	97
Non-operable Vehicle on Private Property	96	73	91	91

Unsure why there are duplicate categories

SeeClickFix

Comprehensive List, part 2

Category	Created	Acknowledged	Closed	Days To Acknowledge
Odor Complaint Types	23	10	22	1.2
Sewer/Oil/Grease Dumping	21	11	18	2.4
Streetlight - New Install Request	21	3	2	30.5
Illegal sign	20	10	20	42.1
Sewer/Oil/Grease Dumping	18	13	15	6.8
Illegal/Non-permitted Fence	17	8	13	2.8
Illegal/Non-permitted Fence	16	11	16	3.7
Swimming Pool Area Not Secured	15	6	15	4
Graffiti on Private Property	14	4	14	8.9
Illegal sign	13	7	13	20.5
Graffiti on Private Property	12	3	12	18.7
Graffiti on Private Property	11	11	9	2.6
Illegal Occupancy of Structure	11	3	6	40.9
Illegal Occupancy of Structure	11	3	7	36.2
Swimming Pool Area Not Secured	9	4	9	1.3
Sewer/Oil/Grease Dumping	9	4	8	2.9
Illegal Occupancy/Living in RV/Trailer	9	2	8	44.7
Hotel/Motel Issues	8	4	8	0.1
Traffic Light Issues	8	2	6	5
Animal Complaint or Carcass on Roadway	6	0	6	
Swimming Pool Area Not Secured	4	4	4	3.4
Public/Commercial Pools or Health Concern	4	4	4	0.1

Unsure why there are duplicate categories

Department Website Meeting Summary

November 2024

City Clerk

Authorized Users/Responsibilities

Holly

- Updates Boards & Commission Pages
- Arranges Agenda Center
- Updates election page every other year
- Updates City Clerk Page

Rochelle

- Access, but doesn't use it much
- Creates PDF's

User Goals

View Council Meetings

- Quickly find relevant information

Request public records

- Police body camera footage

Software Integrations

Agenda Center

- View Council meeting video
- May be discontinued by CivicPlus and replaced with CivicClerk

Municode

- Archive of City Ordinances

Docuware

- Council bills, resolutions, contracts, etc. document management
- Departments records partitioned off
- Not all departments have access to view

Frustrations

CivicPlus agenda software is only "okay"

- Easy to use, but easy to screw up
  - does not instruct users how how to correct errors when uploading files
  - Some variables within pdf documents (signatures, maps, etc) render them incompatible for upload
- Agenda Center system is preferred because of familiarity
  - frustrating that fonts are not consistent
- skeptical about benefits of CivicClerk
  - Holly used it at Converse and Hutto

Granicus Customer Service "Sucks"

Functionality / efficiency

- time it takes to get agendas onto the site

Search Results

- Getting 20 years of results when searching for most recent, and cannot add filters to narrow down
- users uploading agenda docs should be responsible for tagging correctly

Desired Features

Content

- how to contact each department

Workflow UX

- Logical Information Architecture
  - Put Council Meeting video on same page as agenda notes
- Online Payments for public records requests
  - Make request, pay, see status of request, and receive records electronically
- Search results filtering ro narrow results based on time, key words, etc
  - Metadata tagging for uploaded files to help search filtering
- AI Chatbot to help users find what they need
  - direct users to correct department or partner organization
- govQA
  - search archive of past open records requests
  - not compatible with CentralSquare
- Streaming app for City Meetings
- Alerts / Notifications
  - when Council Meeting goes live
  - when user's agenda item(s) of interest is being discussed in Council Meeting
  - When Meeting is in progress asking if users would like to watch live-stream

Improved UI

- Mobile friendly design
- Consistent typography

Police

Authorized Users/Responsibilities

Brian

Will

Rhonda Duckworth

Vanessa West

Stephanie West

Brett Fox

- Updates media logs

User Goals

Access crime information

- Statistics
- Inmate information
- Crime Map

Access Annual Report

- Quickly find relevant information

Access Department information

- Policies
- History
- Personnel – officer name, photo, contact info

Software Integrations

ProSuite

- Crime mapping tool

SeeClickFix

Frustrations

Information Architecture & Search Results

- Too many clicks to find what users need

Outdated Information

- Press release from 2016 gets manually deleted, but it keeps appearing in search results

Department page staff shows all City staff

- Not filtered to police department staff

SeeClickFix

- mostly not relevant to Police, but they are the catch-all

Desired Features

.gov domain

Content

- staff directory
  - officer name, photo, contact info
- accurate, up to date content
  - annual report
  - statistics
  - policies
  - recruitment
    - Embed videos from streaming app, not downloadable mp4

Workflow UX

- Crime map
  - Relevant Incident Information
  - Officer information, including photo
- Recent Calls Dashboard
  - 25 most recent calls
  - Active Situations button
- Interactive Calendar
  - Citizen trainings
  - Partner agencies
- Public text alert system
- Joplin PD mobile app
- Searchable archive of past records
- PD specific internal intranet
  - discussion board

Human Resources

Authorized Users/Responsibilities

Tiffany
- Generally makes updates

Joshua
- posts open positions

Michelle
- ADA & HR updates

User Goals

Search current job openings
- Find benefits, minimum qualifications

Submit job applications
- Quickly find relevant information

Schedule appointments/interviews

Find Onboarding Information

Find city branded merchandise

Software Integrations

Central Square

Frustrations

Central Square software
- can not easily export information
  - staff directory
  - department data
  - etc
- does not have an open API

Paper forms
- manually entering data into 8 different systems takes a minimum of an hour per new employee
- Invest in efficient software - not cheapest (time investment makes ROI)

Desired Features

.gov domain transition
- Including email

Content
- link to job openings on home page
- staff directory w/ photos and video

Workflow UX
- ADA / WCAG compliance – (button on every page?)
- shorter, memorable url's – /jobs /apply
- single sign on
- interactive / paperless forms
  - Complaints
  - Sunshine requests
  - Disability Claims
  - Staff compliments
- external liability claims – one stop to click, fill claim that goes to right people
- applications auto-distributed to relevant department head
- appointment scheduling for interviews
- electronic bidding
- Software
  - HRIS (applicant tracking)
  - Paylocity
  - Bentek
  - Timeclock plus
  - EdApp (training)
  - PowerDMS (training platform/status sheets)
- Staff Portal
  - employee handbook
  - onboarding resources
  - staff directory
  - requisition forms
- Online Store
  - Joplin SWAG for public & employees

Health Department

Authorized Users/Responsibilities

Ryan

Devin

Suzan

- does most of the editing, including WIC

Annie

User Goals

Vaccine information

WIC assistance

Contacting Animal Control

- Finding information on animal shelters

Restaurant registration/inspection

- Find current updates
- Scheduling inspections
  - Including food truck licenses
  - Fee Payments

Software Integrations

HS Cloud

Frustrations

Information Architecture & User Workflow

- Difficult for users to find relevant information
  - Finding restaurant inspection, vaccine info, and claiming animals from pound needs to be intuitive
  - Food Truck registration Applicant must physically visit City Hall during business hours to buy the permit

CivicPlus

- Not intuitive
- Difficult to manage files
- No training
- CPR training is scheduled through Parks CivicRec

SeeClickFix

Desired Features

Content

- Education & Regulatory information

Workflow UX

- language translation
- text/email alerts for Health Dept.
- GIS Maps
  - Mosquito fogging
  - Weather event damage
  - Inform Food Trucks of city limits so they know whether they need a permit from City or County
- Scheduling
- Fee Payments
  - Pay and register at one time for multiple people
  - Integration/access to online licensing system in Finance for Health Permits and Animal Licenses
  - After permits are paid, notify health inspector so they can sign off

Improved UI

- Mobile friendly
- WCAG compliance
- Large Buttons
- Tabbed content
- Search bar located at top right of page
- Animated interactions (Springfield Health Department)

Fire Dept.

Authorized Users/Responsibilities

Chief Ezell

Andy Nimmo

Prefer not to handle it at all

User Goals

Get Burn Permits

Learn department history

Find information about Fire Dept. activities

Job Applications

Live Broadcast of emergency response (w/ chief approval)

Dept. Statistics

- Station locations & number of personnel
- Types of apparatus and details about each
- Historical overview of large scale events
  - timeline of different disaster mitigationz

Software Integrations

N/A

Frustrations

Concerned about being forced into City's visual brand update

- Want to retain historical FD look

No reverse 911

Burn Permits

- Applicant must physically visit Finance department at City Hall during business hours to buy the permit

Desired Features

Content

- JFD History
- Statistics
- Embedded video (not links to downloadable .mp4)
- Daily burn conditions (nixafire.org)
- embed drought monitor information
- Job Applications

Workflow UX

- Reverse 911
- Text alerts to people in specified geographic area
- online burn permits
  - Take payments
  - let users get them directly from site
- Weather Map integration
  - encourage people to get weather radio/app
  - possibly live stream weather radio
- FirstDue - Records Management
- Community Connect - citizens input info about home/business that is helpful for first responders

Finance

Authorized Users/Responsibilities

Dawn

- Access but doesn't use it, doesn't want it, didn't get proper training

AJ

- Most of the editing

Soledad

- purchasing in bid section

User Goals

Utility billing

Building Permits & Business License Payments

Find Public budget data

Software Integrations

CentralSquare

- municipal payments

ForeUp / CivicRec

- Golf Course / Parks & Rec

Frustrations

CivicPlus

- No training

User Confusion

- assuming CivicPlus login is for utility billing page
- paying through 3rd party services not partnering with City
  - Charges users extra fees and mails check to Finance
- users don't realize they can set up recurring automatic payments directly on site

CentralSquare

- Does not automatically reconcile transactions
  - 15-20K transactions (approx. $1M value) every month
  - increased every month for years
  - has to be done manually - prefer software does it
- not compatible with FirstDue
  - allows fire departments to issue/receive payment for burn license
  - Finance does not have access to it

User Experience

- Unclear how to achieve goals
  - which form is needed / able to fill it out online / paperless forms

Desired Features

Content

- clear copywriting that instructs users how to achieve their goals
- Budget / ACFR
- education about utility billing AND auto pay
- Correct fees
  - Fees listed incorrectly on other department pages

Workflow UX

- logical / intuitive navigation
- payments go into software before permits are printed
- Automatic financial reconciliation
- Interactive forms WITH relevant information on same page
  - paperless workflow
- interactive Data dashboards
- Building Permits and business licenses done online CitizenEngagement (Click2Gov)
  - portal submission process
- Access to FirstDue to assist Fire dept.

Improved UI

- buttons - not just links
  - "Pay My Bill"
- meaningful iconography
- video instructions
  - bill pay / auto renewal
- Users confuse CivicPlus login for payments login

Parks & Recreation

Authorized Users/Responsibilities

Ashley

Bryson

Paul

Dawn

- Most content updating. Manages pools, social media, website, CivicRec

User Goals

Sport/Event Registration

- click, register, and pay – not read instructions. THEN get an email confirming details with when/where to show up

Facility rental

View event calendar

Dog registration

- Handled through Finance dept.

Coordinate Tournaments

Software Integrations

CivicRec

- Financials for Museum

ForeUp (website vendor for Golf Course)

- Financials for Golf Course

TeamSideline.com

- Create/manage teams and schedules
- automated scheduling tells who is playing, which field, rule reference

Frustrations

"Let's just start over."

HATES CivicRec

- No guides
- difficult to correct mistakes
- features difficult to navigate
- not intuitive to set up calendars

Registration

- Difficult to find
- Difficult to set up a program
- Pets
  - registering animals
  - acquiring dog park pass

CivicPlus

- No training

Desired Features

Content

- Information about each park
- Concise informative text
- links for partner organizations (little league, etc)

Workflow UX

- Intuitive navigation
- GIS Map for facility locations, trails
  - color coded
- Single site capable of registration AND Calendars AND scheduling across the whole department
  - schedule staff
  - view facility rentals
  - Event planning
  - schedules sync for staff, coaches, and parents
- Coach software (teamsideline.com)
  - create teams, manage schedule, rules, field locations
- Cemeteries division needs software for picking gravesite, taking payments
- Mobile app
  - Improved registration

Improved UI

- "I know it's ugly" –Paul
  - Too many options
  - too much text
  - too many links
  - too many drop-down menu options
- Mobile friendly

Parks & Rec: History/Mineral Museum

Authorized Users/Responsibilities

Wix site run by Historical Society

- Run by Kelly Reddin
- Society originally ran history side of museum
  - owns collections
  - fundraising arm for museum
    - funds go back to Society, not to City
- City staff runs physical museum

User Goals

About

- Location / Hours / Admission
- Mission / Overview
- Directions / ADA / Nearby Attractions

Current / Upcoming Exhibits & Events Calendar

- Newsletters
- Registration / Tickets
- Themed Exhibits
- Video Contests
- Guest Speakers / Storytellers
  - local history tour
- Education / Genealogy tools
  - craft demonstrations / costume tours
- School / Family friendly events
  - hands on / archaeology digs

Host Events

Membership

- Sponsorships / Donate / Volunteer

Giftshop

Contact

- FAQ / Staff Directory / Feedback submissions

Software Integrations

CivicRec

- only been on it 3 years, ok with learning something new

Frustrations

Only 2 full time staff / underfunded

- old building needs expensive updates
- makes implementing anything very difficult
  - need sponsorships to increase funding & make structural upgrades

Very low attendance

- No school tours post-covid

Quick response to events/anniversaries

Need to get accredited by Museum Assessment Program (MAP) & American Alliance of Museums

Desired Features

Content

- ...

Workflow UX

- Fundraising & software integrations
- newsletter
- Calendars / Scheduling
  - host events
  - volunteers

Improved UI

- ...

Public Works

Authorized Users/Responsibilities

Dan Johnson

Dakota, Caleb, Tucker

- project oversight, bidding, advertisement

Amanda

- SeeClickFix

Jeremy, Chad

Allie

- leaf pickup

User Goals

Contractors, Developers, Consulting Engineers

- looking for specifications / permits

Citizens looking for information about construction

Recycling center information

Sewer emergencies

Software Integrations

SeeClickFix

CivicPlus module

- cross-departmental tool for posting bids to site
- online advertisement for physical sealed hardcopy documents
- contractors sign up to get notifications
- Likes process, but never used other softwaree

Frustrations

CivicPlus is not user friendly

User Permissions

- granting / updating permission is a “pain in the butt” –Dan
  - team doesn’t have right permissions to update their content
- departments can’t change background photos

User Interface

- Consistent typography is difficult
- Uploading photos / Finding correct image is difficult
  - no consistent asset management/naming convention
  - difficult to navigate CivicPlus’ image directory
  - departments can’t change background photos

Copywriting confusion

- Recycling center has outdated and incorrect information
  - google maps hours are wrong
- SeeClickFix frustrating when users don’t provide detailed information
  - possible to ask if they can add geo-location pin where the reported issue is located, not where the user lives

Desired Features

Content

- update personnel
- better copywriting
  - users dont know that “Report An Issue” is SeeClickFix
  - correct info about Recycling Center
- project tracker (nixa)
  - capital improvement

Workflow UX

- fillable forms on same page as relevant information
- GIS maps
  - leaf pickup / snow clearing routes
    - show progress updates
  - project tracker
  - sewer map
- Phone system improvements
  - Callers don’t know all staff names
  - Correctly dialed calls are mapped to wrong departments

Improved UI

- consistent photography / typography
- customized department background photos
- buttons
  - Report a sewer backup

Public Works: Transit Division

Authorized Users/Responsibilities

N/A

User Goals

Find Trolley Routes

Track Trolley location

Schedule pick-up

Apply for reduced fare

Pay / Pre-pay electronically

Software Integrations

N/A

Frustrations

No access to CivicPlus (or any software)

- software integrations could help division efficiency

Paper based work flow

- riders can't pay with mobile apps
  - can't pre-pay online
  - pay with paper coupon book
- Driver accountability
  - Falsifying pre-trip inspections
  - taking lunch breaks in City vehicles outside of service area

No pre-paid ride scheduling

- riders need to be able to schedule rides
  - must pre-pay
  - bill for no-show rides

Desired Features

Content

- Civil Rights Complaints process
- General Transit Feed Specification (GTFS) – map w/ stops marked
  - FTA requirement

Workflow UX

- enforce driver accountability
  - verify proper completion of pre-trip inspections
  - track time/location
    - prevent lawsuit from FTA
- accept online payment
  - paypal, cashapp, vinmo, etc
- interactive GIS maps
  - fixed trolley routes
  - stop locations
  - MAPS service area
- logical organization / navigation
  - Interactive org chart allowing users to go straight to dept./division page
- interactive forms for reduced fares
- mobile app

Planning, Development, & Neighborhood Services

Authorized Users/Responsibilities

Tyler, Tom
- bid docs / applications / public notices / agendas

Johan
- council doc uploading / disaster recovery

Zoe
- posting agendas

User Goals

Real estate agents

Developers

Public citizens buying / selling or researching zoning

Appraisers / lenders

Find content that is from partner organizations

Software Integrations

Naviline (h5)
- New site must be compatible

GIS
- ...

Online billing
- ...

Frustrations

CivicPlus is not user friendly
- no training
  - difficulty creating / not knowing about interactive forms
- can't find what they're looking for

Landing pages do not provide helpful information
- no agendas/minutes, code, maps, board applications, licenses, etc
- no division landing pages

Disorganized/Outdated content
- Dec 2021 goal for online building permits

Too much paperwork
- want to be totally paperless

Desired Features

Content
- landing pages must provide relevant helpful information
  - agendas/minutes
  - codes
  - interactive maps
  - applications
  - licenses
- dedicated pages providing introductions to short-term rentals & zoning process
- project tracker (nixa)
- links to partner organizations
- shorter/memorable url's

Workflow UX
- Online Billing
- Calendar
  - schedule inspections
  - include deadlines/requirements for P&Z
- paperless workflow
  - interactive forms
  - digitize & archive old documents
- Custom email/text alerts
  - MUST provide link to full information
- GIS maps
  - easily understood, pre-filtered layers

Improved UI
- logically organize content/applications
- buttons
- improved imagery
- fillable forms on same page as relevant information

Court

Authorized Users/Responsibilities

Lamotte

- Calls Mark Morris because he forgets how to do it

User Goals

Make payments

Search case information

- daily docket

Find partner organizations

- dept of revenue
- county court

Software Integrations

N/A

Frustrations

User confusion

- assuming they can pay fines without appearing in court
- not sure when they need to visit partner organizations

Phone Directory

- callers don't know staff names or extensions
- Caller ID identifies clerks as jail
- incorrect extensions
    - callers asking about paying utility bills or recycling center

Desired Features

Content

- all citations issued by CoJ requite a court appearance
- links to partner organizations
    - prosecuting attorney page is on municipal page, not city attorney
    - county court
- CaseNet search
- payment instructions

Workflow UX

- Supreme Court ruled that there must be a differentiation between municipal court and rest of city
    - custom visual branding
    - unique url / landing page
- accurate phone directory
- interactive forms
    - records request
    - change of address

Improved UI

- button links

Marketing & Communications

Authorized Users/Responsibilities

Drew

- Has access, doesn't log in often

Tony

- Webmaster

User Goals

Department specific page doesn't exist yet - should be home page

- Future page may include:
  - news / Public information feed
  - video library
  - social media
  - team directory

Software Integrations

N/A

- Hope to include compatibility with
  - Figma
  - Font Awesome
  - Web Awesome

Frustrations

Civic Plus

- Training was 1 extremely long session, made learning difficult to retain
  - Overwhelming training sessions make content difficult to retain
    - Difficult to create buttons, even more difficult to customize
- Login should not be at top of every page
  - auto-log out is unpredictable
- Granting Back End User Permissions
  - VERY confusing to not sure how to grant/revoke permissions
    - comprehensive list is very long, too many pages to sort through, not searchable
  - No 2 Factor Authentication
  - can not show preview of a draft page to non-CP users
- asset navigation (photos, videos, icons, etc) is very difficult
  - Document Center has no file path for where files live
- Phone extensions not auto-populating for every employee
- DocumentCenter
  - No way to perform batch actions on multiple files simultaneously
  - No file path for where files live
  - No search
- No advanced search results filtering
  - had to submit a tech-support request to get search results corrected
- Form builder
  - glitches when building forms. CP becomes unresponsive w/o warning, progress easily lost
  - multiple choice radial button does not have a "other" option that can be required for users to fill in

Desired Features

Workflow UX

- Improve Security
  - 2 Factor Authentication for every user
- Grant authorized users a page preview before going live
- Asset management navigation
- Video Streaming Embedded into pages
  - chapter/bookmarks
  - user controls (speed)

Improved UI

- comprehensive design system based on established City brand
  - meaningful icons
  - buttons
  - maps
- potential of including multiple forms on a single page when necessary

IT: GIS

Authorized Users/Responsibilities

Mark

Lane Maybe?

User Goals

Find interactive City Limits / streets

- leaf pickup / snow clearing

Event locations & Points of Interest

Storm damage / power outage maps

Project Trackers

Zoning

Software Integrations

ARC GIC

- Enterprise, outward facing
- needs a lot of updates, including server
- Used by Public Works, etc

Central Square

- John mostly uses it, Eric doesn't touch it

Frustrations

Redundancy

- Not being able to update information from the field digitally in real time on the field

Familiarity Bias

- reluctancy to change to potentially better software because we already know system we have

Static PDF maps

Not updating to use the software we're paying for

Desired Features

Content

- Asset Management System
  - possibly coming from Lucidy
    - integrates w/ ARC GIS
    - possibly w/ SeeClickFix

Workflow UX

- Story maps tell narrative driven story for geographic locations
  - includes images, statistics, interactivity
  - automatically navigate to points of interest
- Dashboards
  - give realtime data for large scale project tracker
    - parks updates / beautification
- Interactive maps - NO PDF's
- Ability to share maps with other departments
  - events, etc
  - bike lanes
- Integrate w/ SeeClickFix? (it may be already)

Improved UI

- Customize maps to give users what they need, not extra irrelevant information

Key Findings

Features

Content

- must be intuitively organized
  - relevant information on all landing pages
  - embed relevant media on page
- Staff directory
- Project Trackers
- Trolley Location Tracker
- partner organization links

Workflow UX

- Logical / intuitive Information Architecture
- simplified journey map workflows
- online payment capabilities for each department
- Search results filtering
- Interactivity
  - forms - no pdf's
  - interactive GIS maps with pre-filtered layers
  - public meetings video streams & notifications
  - calendars/scheduling registration & payment
  - portal submission uploads process (ftp)
- WCAG AA compliance
  - Language translation
- Custom email / text alerts / browser notifications

Improved UI

- Clean, simple, mobile first design
  - improved color scheme
- on brand buttons/Icons/infographics/animations
  - meaningful icons
- Quality photos taken in Joplin / no stock images
- Embedded Video
- tabbed content

CMS Platform

Evaluation

- Customized back end security/permissions
- Adequate training, tutorials, documentation resources
- intuitive workflow ux
- helpful asset management
  - locate photos, videos, icons etc
    - relevant metadata
  - easily place media in desired location without excessive steps
- supports customizable short/memorable url's
- search result filtering
- robust software compatibility integrations / add ons
  - department specific softwares
  - translation
  - design software
    - figma - ui
    - fontawesome/webawesome - icon library and component design

Additional Considerations

High Level Issues

- .gov domain and email transition
- digital asset management
  - structure should match internal City mapping so all users understand how and where to find anything
- determine who is responsible for auditing/updating department specific content
- step-by-step process of how to request webmaster make changes
  - should include review of back-end access credentials
  - adequate training/documentation (for occasional back end users who may forget steps in process)
  - step-by-step process of how to request webmaster make changes
- Department department specific supporting software
  - Many want to be totally paperless
    - Increased efficiency is ROI for improved software
  - Strong feelings about CivicPlus products
    - Most departments request doing their own online transactions independent from finance
      - Software allowing independent transactions isn't compatible with what finance has and/or Finance doesn't have access to it
      - Finance software creates excessive manual paperwork that should be done automatically
    - Parks HATES Civic Rec
- phone system is problematic
- transit division driver accountability

Features/Functions/Capabilities

Minimum Requirements

Content

- audit all copy for accuracy, completion, brevity, tone, etc.
  - remove unnecessary links to forms, maps, images, etc.
- Staff directory
- Project Trackers
- partner organization links

Workflow UX

- Logical / intuitive Information Architecture
- simplified journey map workflows
- online payment capabilities for each department
- Search results filtering
- Interactivity
  - forms - no pdf's
  - interactive GIS maps with pre-filtered layers
  - public meeting video stream and notifications
  - calendars/scheduling registration & payment
  - portal submission uploads process (ftp)
  - Trolley location tracker
- WCAG AA compliance
  - language translation
- Custom email / text alerts / browser notifications

Improved UI

- clean, simple, mobile first design
  - improved color scheme
- Interactions
  - Buttons/animations
  - Embedded Video
  - tabbed content
- on brand buttons/ meaningful icons/infographics/animations
- quality photos / videos embedded - no stock images
- search bar location
- CP / citizen login location

Preferred

Content

- Department specific data dashboards

Workflow UX

- WCAG AAA compliance
- paperless workflow for departments desiring it
- public facing AI Chat bot assistant
- Swag store

Fantasy

Workflow UX

- Department / Division specific mobile apps
- Customized department software development

Prioritization

Urgent / Important

Content

- relevant/current/accurate information on all pages
  - no pages that only feature as links to content (dept. landing page)
- Staff directory
- Project Trackers
  - quality photos
- partner organization links

Workflow UX

- Logical / intuitive Information Architecture
- online payment capabilities for each department
- Search results filtering
- Interactivity
  - forms - no pdf
  - GIS maps with pre-filtered layers
  - public meetings video stream / browser notifications
  - calendars/scheduling registration & payment
  - portal submission uploads process (ftp)
  - transit location tracker
- Custom email / text alerts

Improved UI

- Mobile first design
- WCAG AA compliance
  - Language translation
- Buttons/Icons/animations
  - Embedded Video
- search bar location
- CP login / private citizen login location

Important / Less Urgent

Content

- Department specific data dashboards

Workflow UX

- paperless workflow for departments desiring it
- public facing AI Chat bot assistant

Improved UI

- WCAG AAA compliance
- Customized department software development

Long Term Development

Workflow UX

- Department / Division specific mobile apps
- Online store for CoJ SWAG

Department Inspiration Websites

December 2024

Overview

Each Department was interviewed in the Fall of 2024 to determine unique needs, frustrations, and desires for the upcoming City website redesign. In preparation, participants were encouraged to suggest websites that they would like for the future City site to emulate.

Inspiration Sites Include:

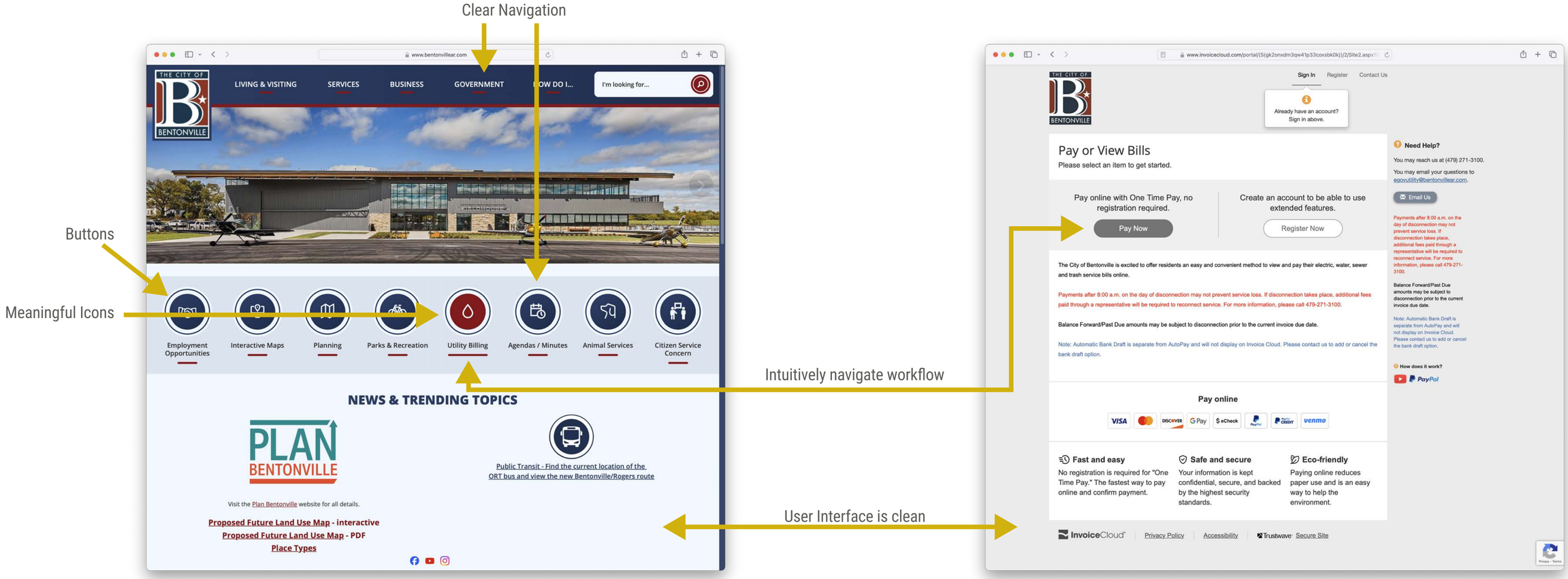
bentonvillear.com
springfieldmo.gov
cityofcapegirardeau.org
como.gov
jeffersoncitymo.gov
nixa.com
greenvillesc.gov
ankenyiowa.gov
stjosephmo.gov
fayetteville-ar.gov
cityofls.net
bransonmo.gov
grand-island.com
elginil.gov
ankenyiowa.gov
torklaw.com
4imprint.com

City of Bentonville, AR

CoJ Department Appreciation: Finance

URL: bentonvillear.com

CMS Platform: CivicPlus



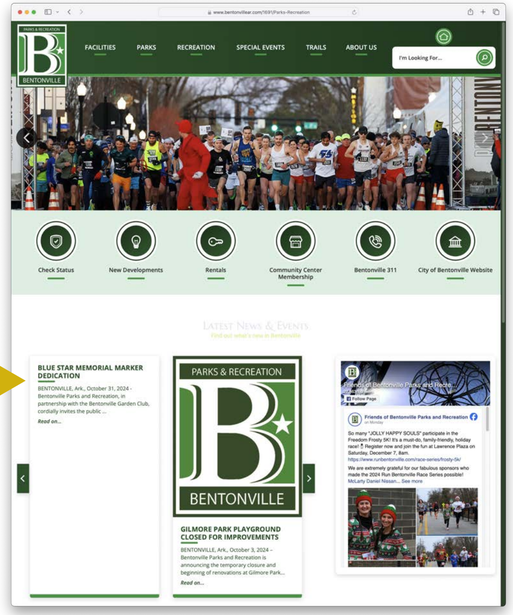
City of Bentonville, AR

CoJ Department Appreciation: Parks & Recreation

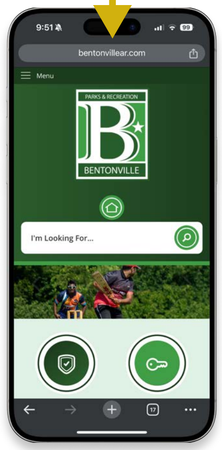
URL: bentonvillear.com

CMS Platform: CivicPlus

Typographic hierarchy



Mobile Responsive



program / event registration workflow



City of Springfield, MO

CoJ Department Appreciation: Health

URL: springfieldmo.gov

CMS Platform: CivicPlus

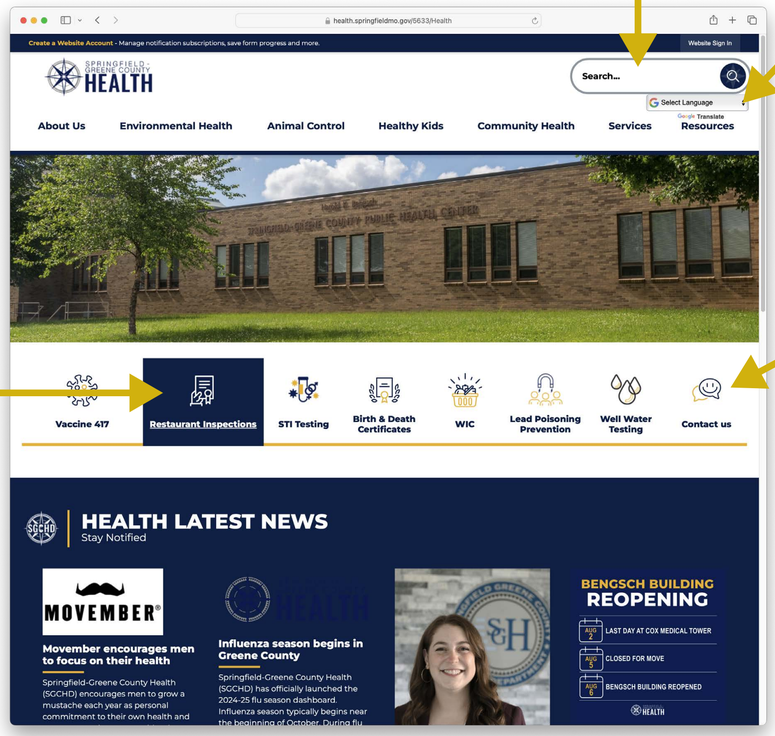
Search bar on top right of page

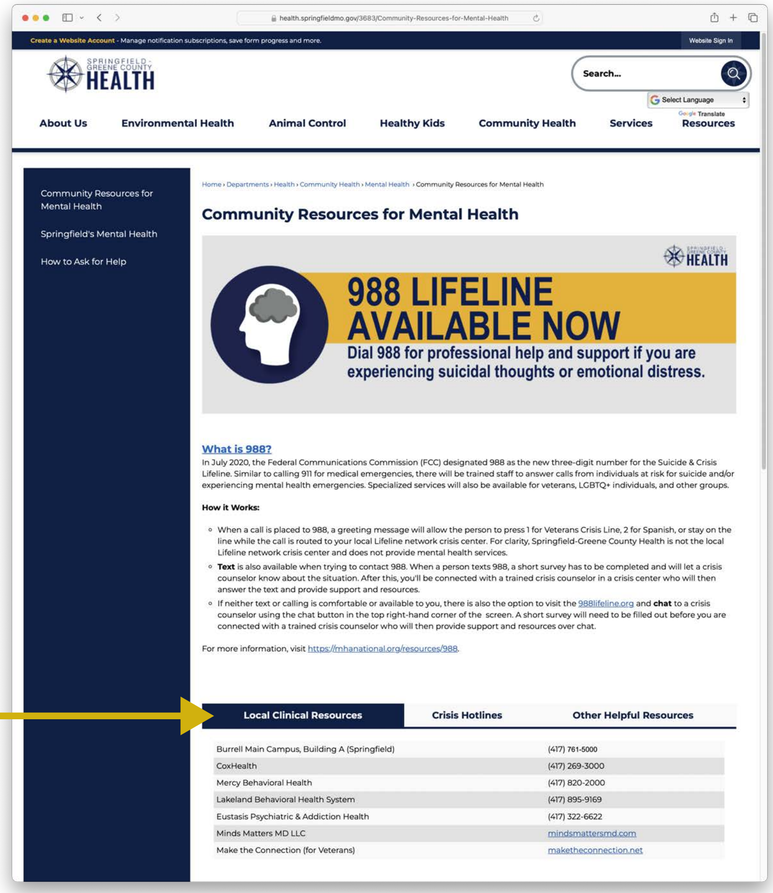
Google Translate

Meaningful Icons

Animations

Tabbed content





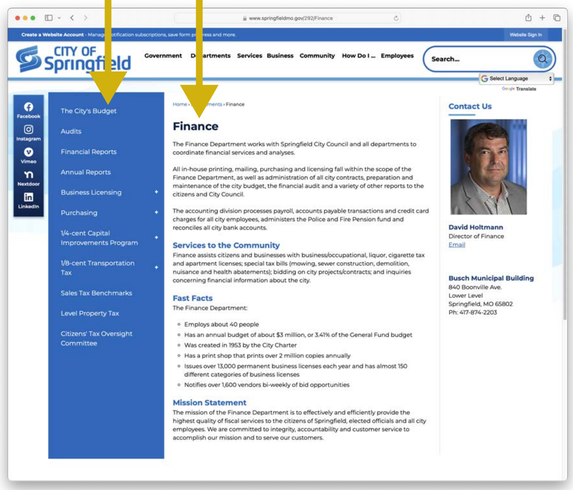
City of Springfield, MO

CoJ Department Appreciation: Finance

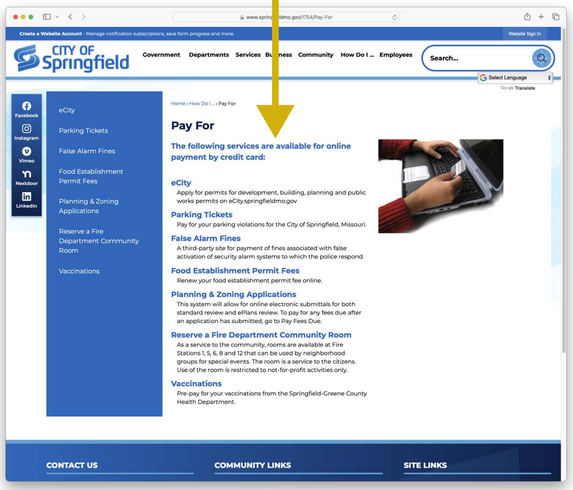
URL: springfieldmo.gov

CMS Platform: CivicPlus

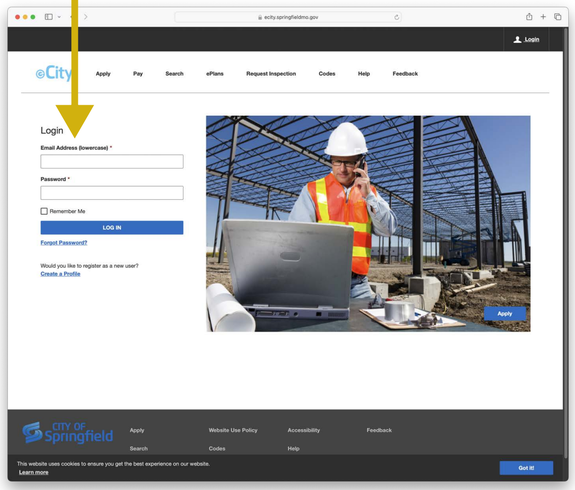
Better Financial Information



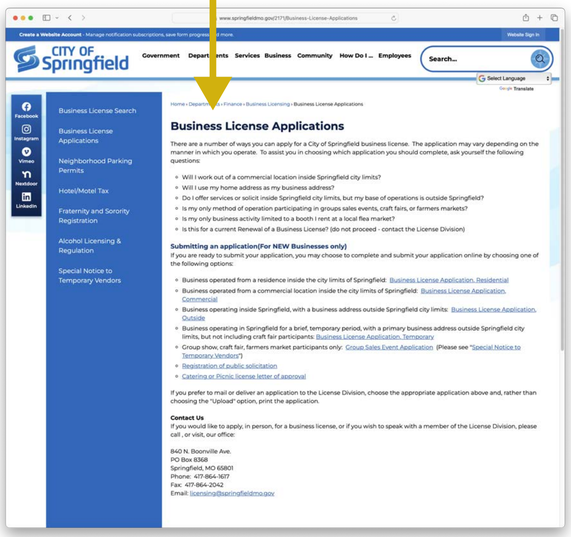
Better Financial Information



Interactive Forms/Payments



Better Financial Information



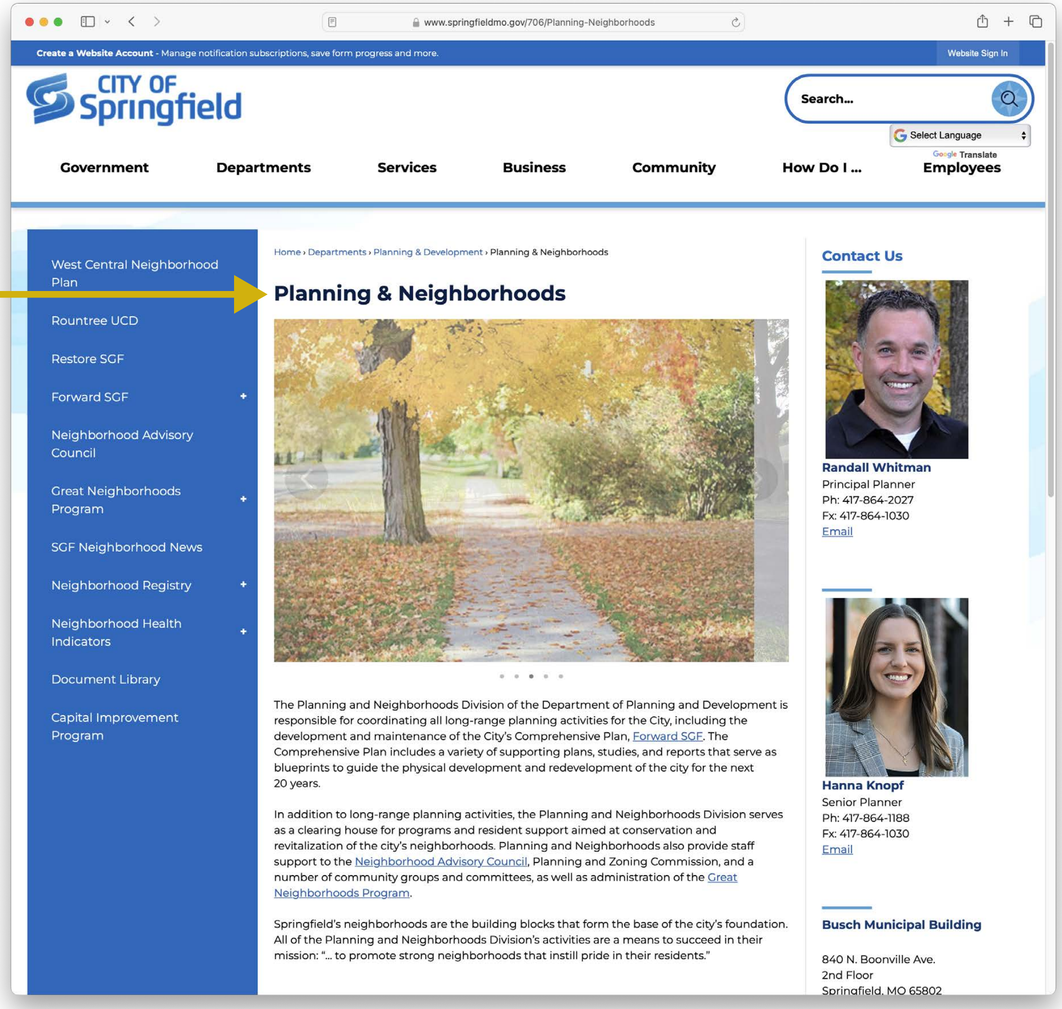
City of Springfield, MO

CoJ Department Appreciation: Planning, Development, & Neighborhood Services

URL: springfieldmo.gov

CMS Platform: CivicPlus

Information Architecture:
Dedicated division pages include relevant information



City of Springfield, MO

CoJ Department Appreciation: Public Works

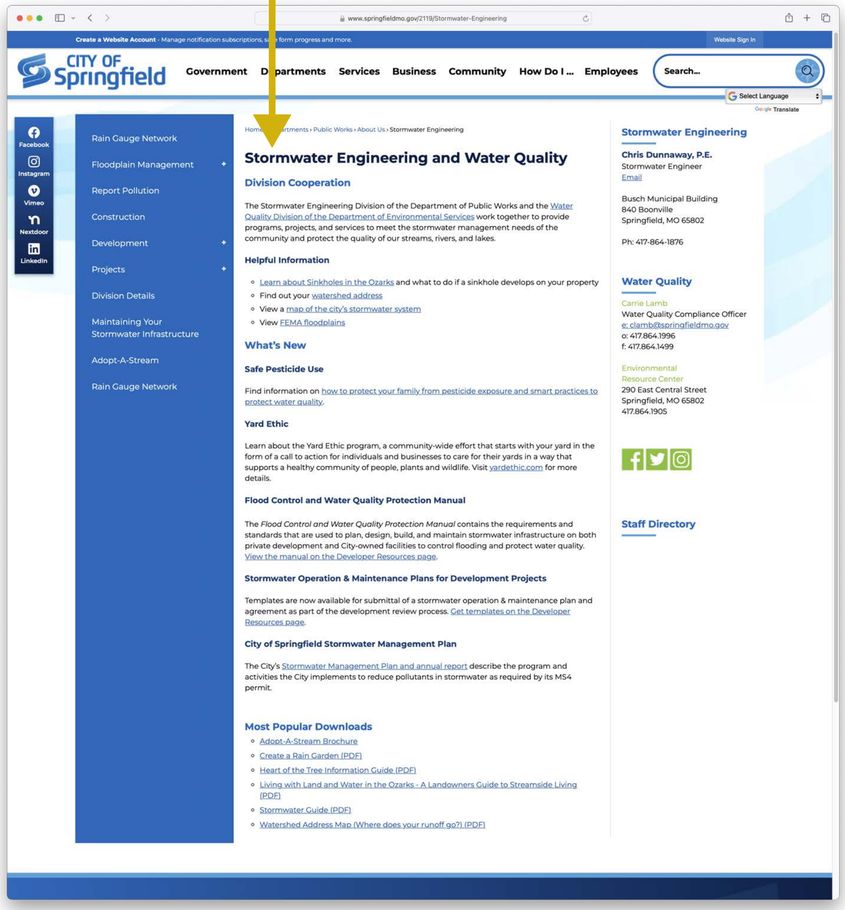
URL: springfieldmo.gov

CMS Platform: CivicPlus

Content Strategy

NOTE:
Needed to use search function to find stormwater page. It was not first search result to appear.



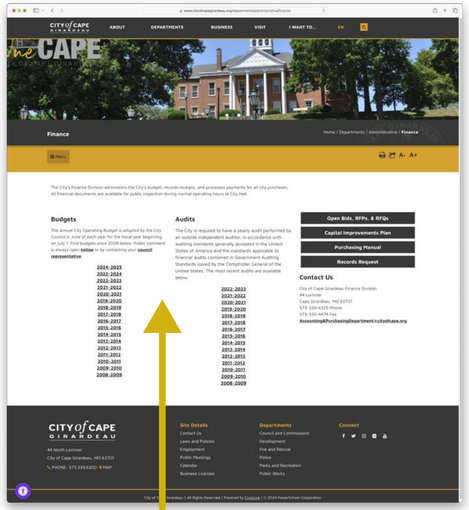


City of Cape Girardeau, MO

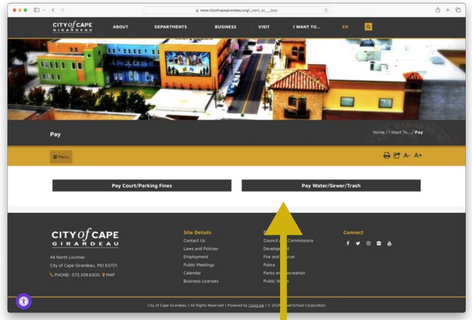
CoJ Department Appreciation: Finance

URL: cityofcapegirardeau.org

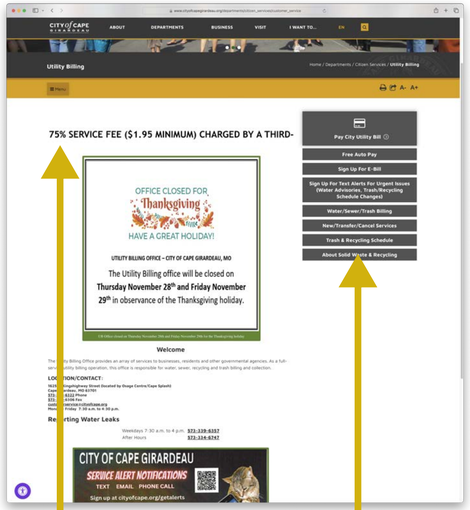
CMS Platform: CivicLive



Content Strategy
Information Organization
Page Layout

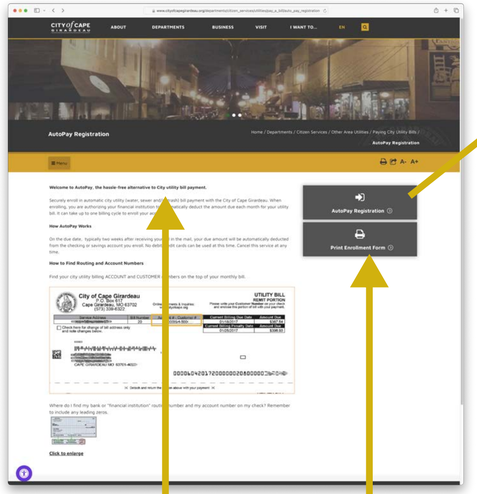


User Flow

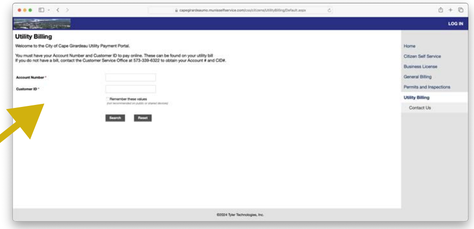


Content Strategy

User Flow



Content Strategy



User Flow

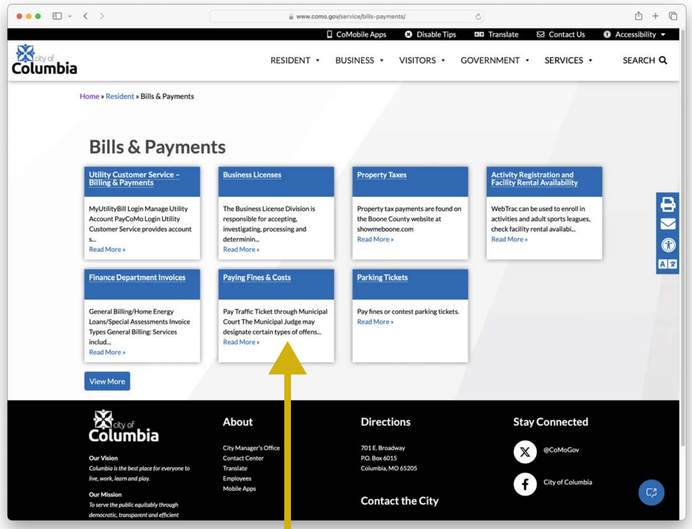
City of Columbia, MO

CoJ Department Appreciation: Finance

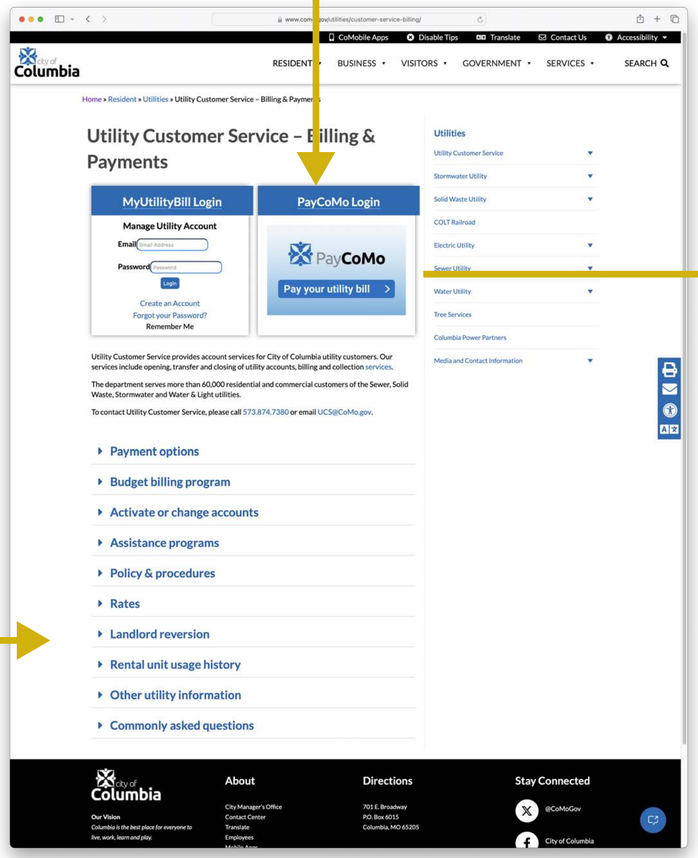
URL: como.gov

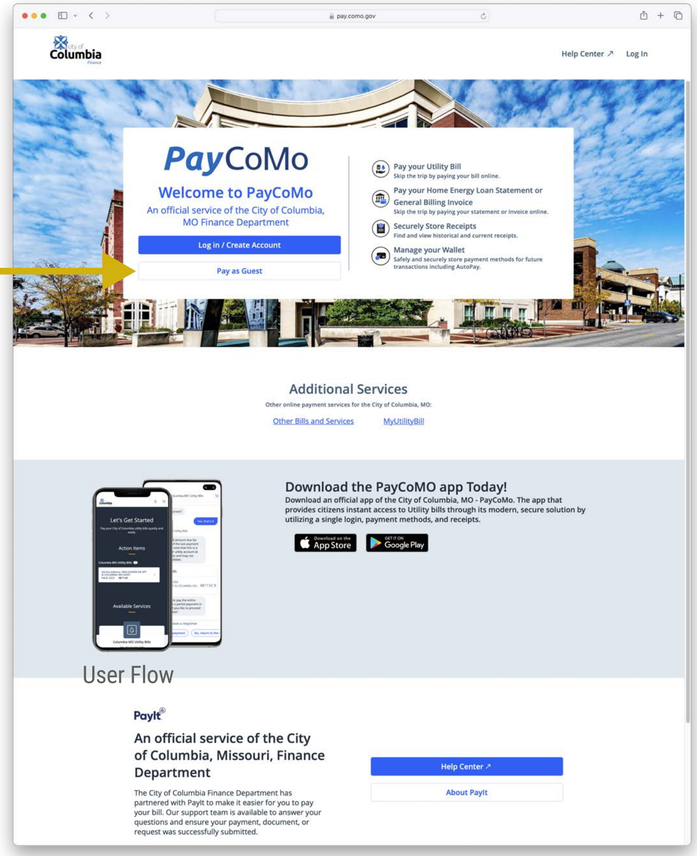
CMS Platform: WordPress

User Flow



Content Strategy
Information Organization
Page Layout





User Flow

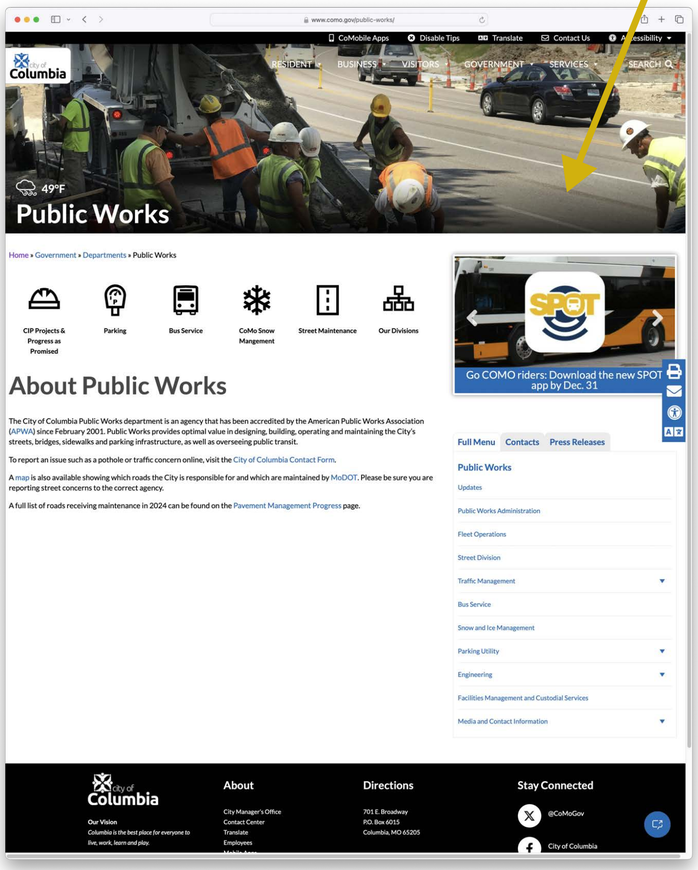
City of Columbia, MO

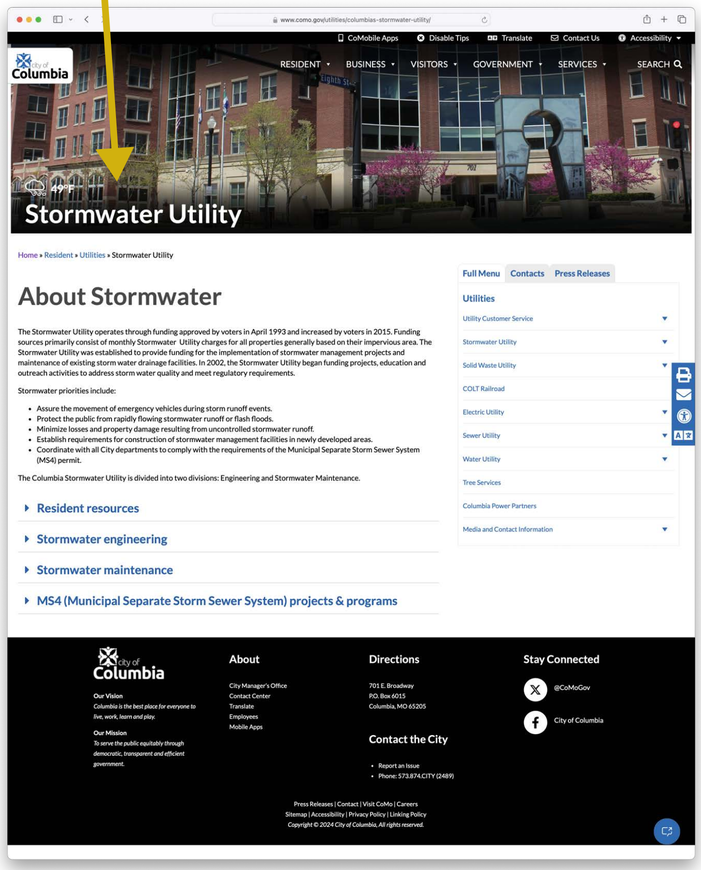
CoJ Department Appreciation: Public Works

URL: como.gov

CMS Platform: WordPress

Content Strategy
Information Organization
Page Layout





City of Jefferson City, MO

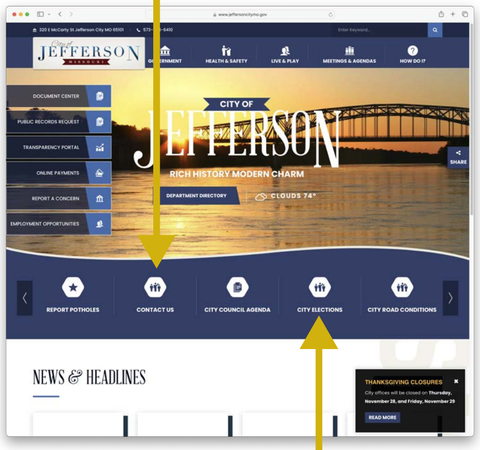
CoJ Department Appreciation: Finance

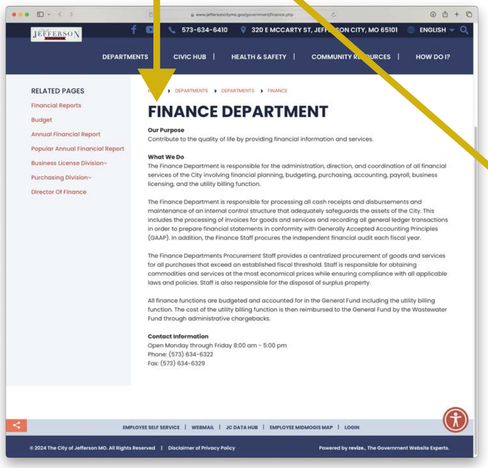
URL: jeffersoncitymo.gov

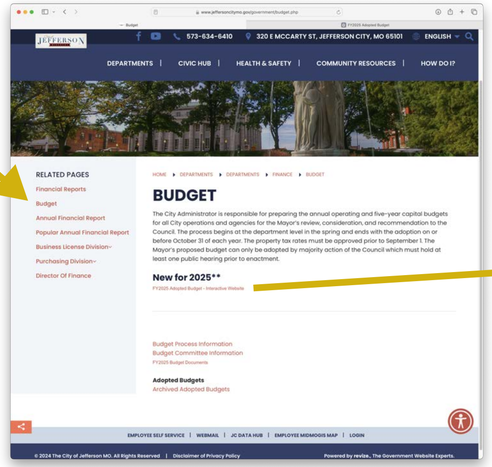
CMS Platform: Revize

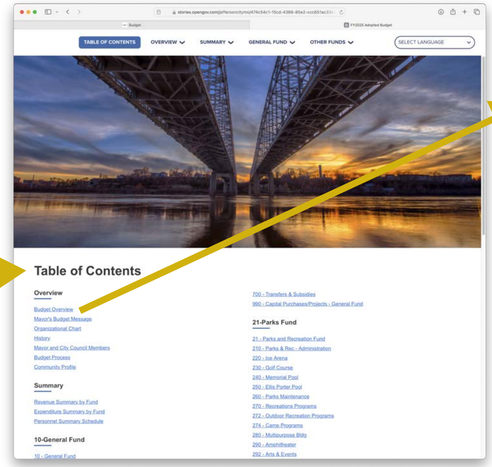
Buttons

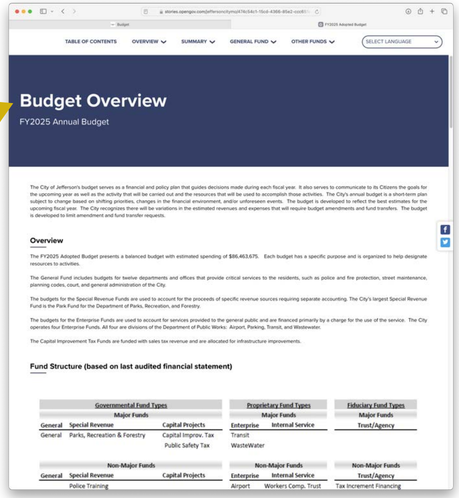
Better Financial Information











Meaningful Iconography

NOTE:
Icons get reused for multiple links which causes a loss of meaning

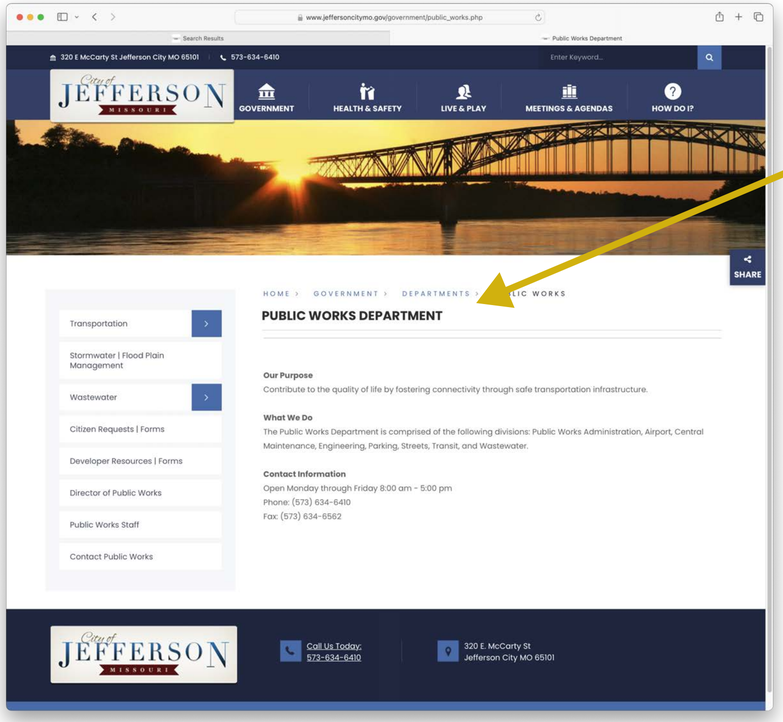
City of Columbia, MO

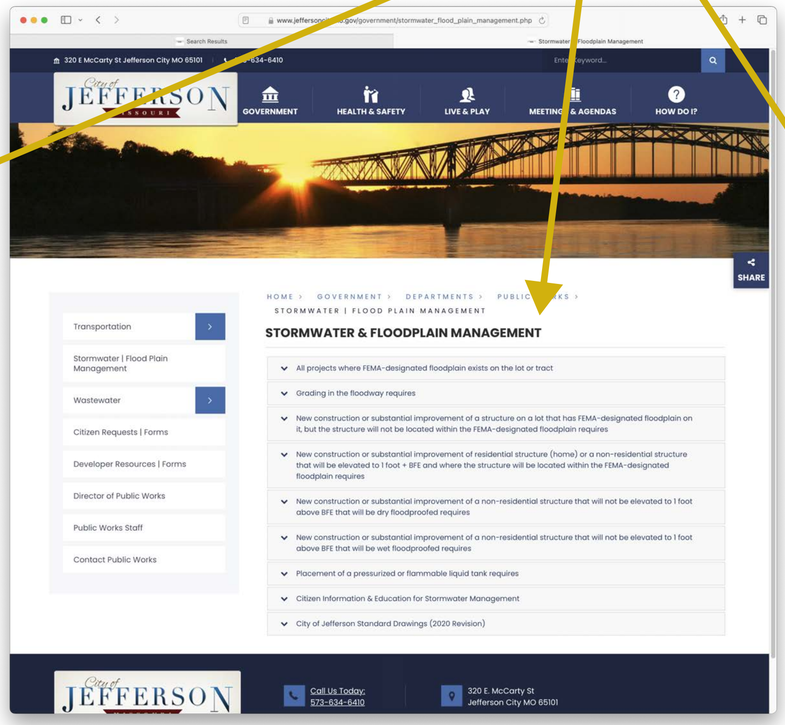
CoJ Department Appreciation: Public Works

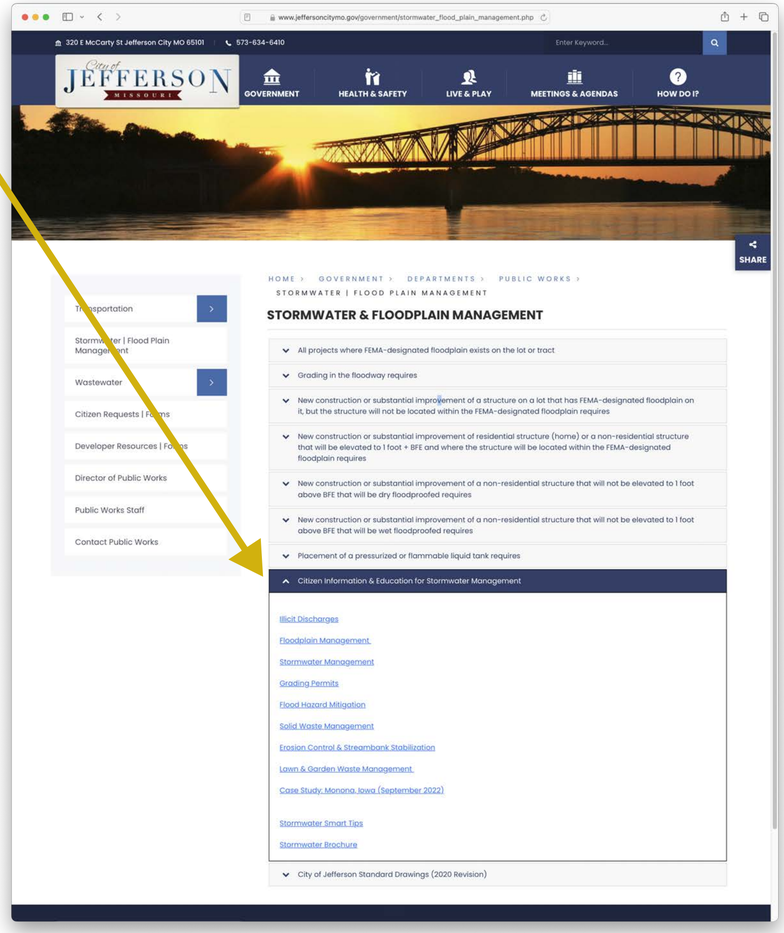
URL: jeffersoncitymo.gov

CMS Platform: Revize

Content Strategy
Information Organization
Page Layout





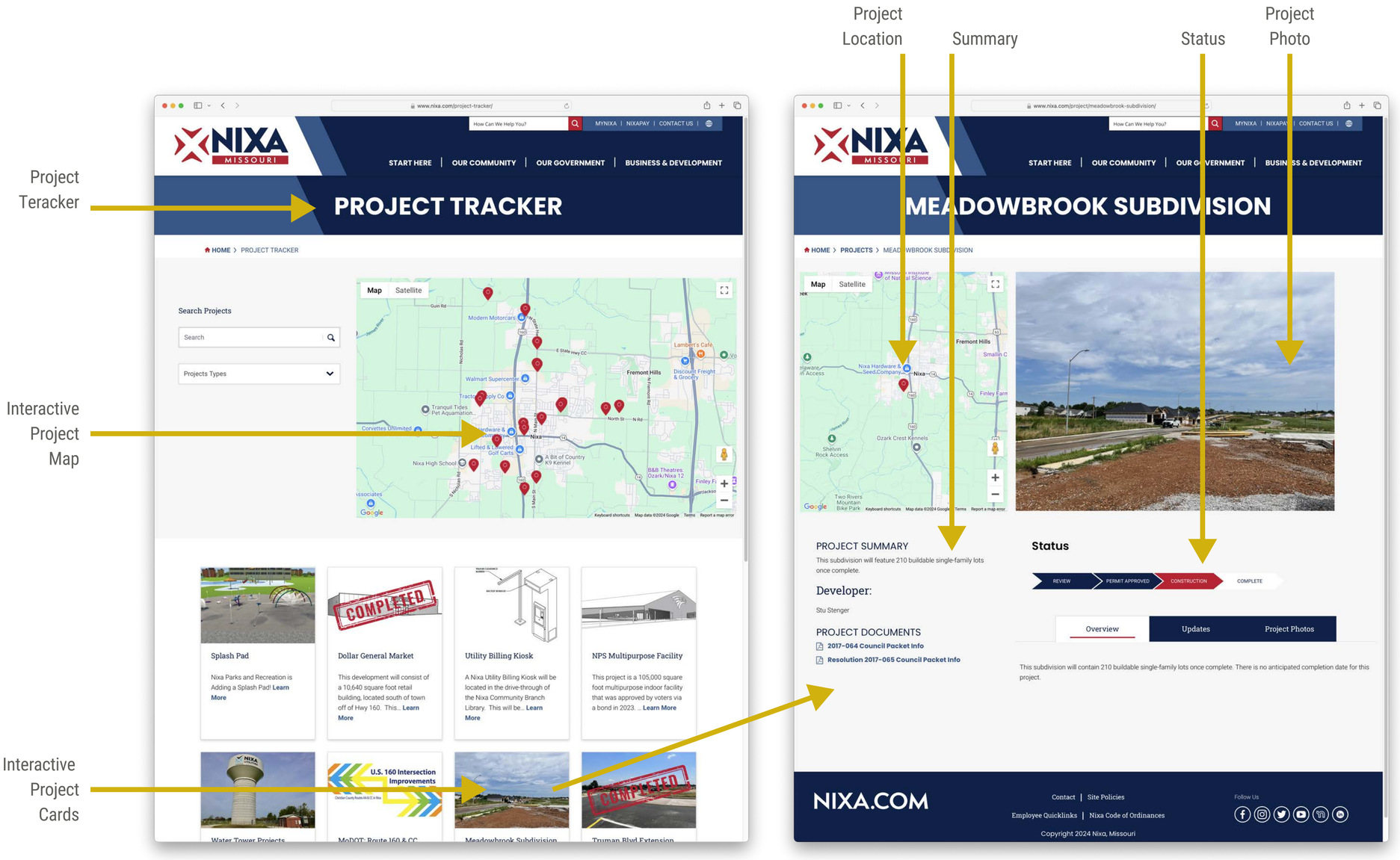


City of Nixa, MO

CoJ Department Appreciation: Planning, Development, & Neighborhood Services

URL: nixa.com

CMS Platform: Wordpress



City of Nixa, MO

CoJ Department Appreciation: Parks & Rec

URL: nixa.com

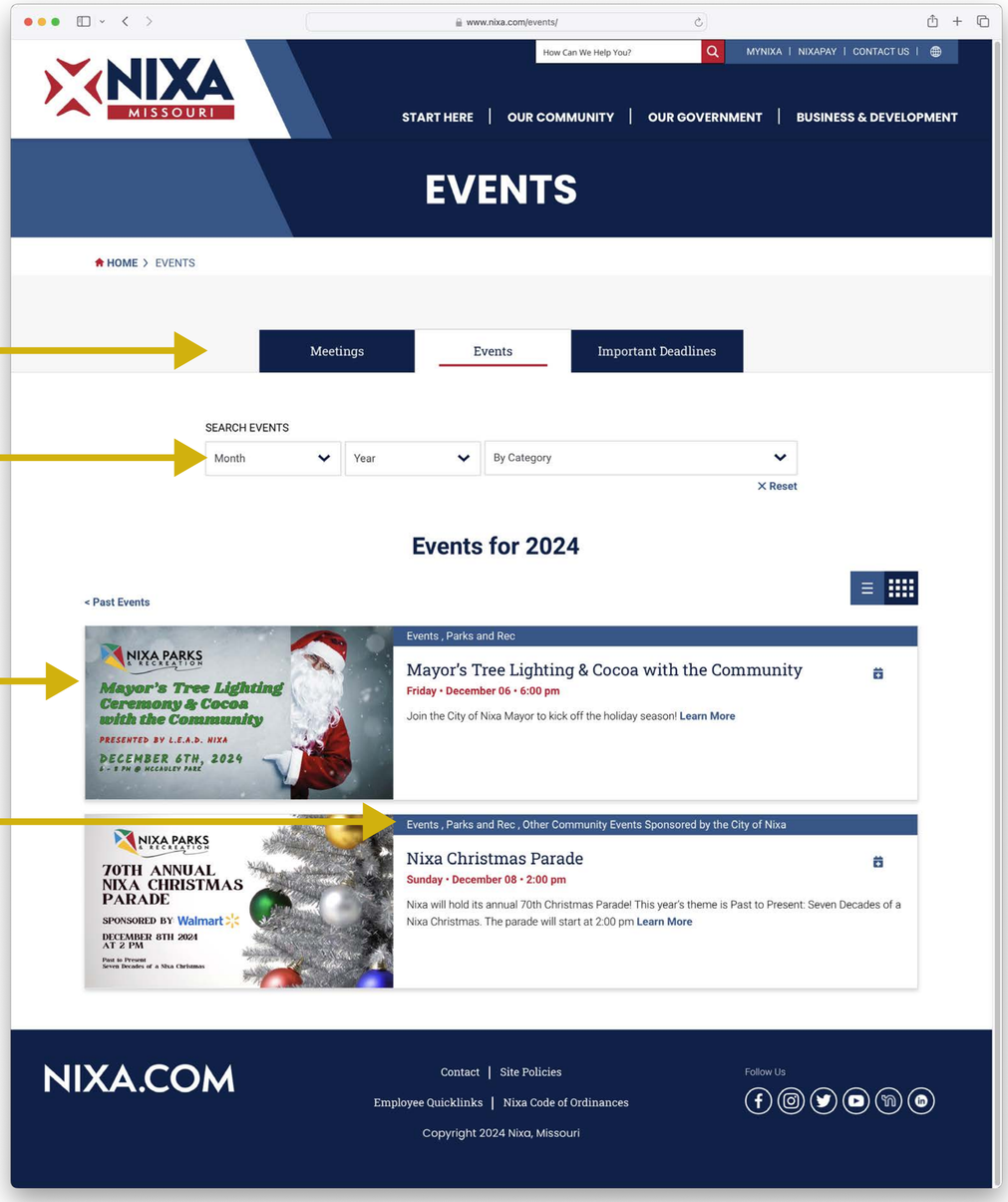
CMS Platform: Wordpress

Events Calendar

Search Filters

Relevant Photos

Relevant Information



City of Nixa, MO

CoJ Department Appreciation: Fire

URL: nixa.com

CMS Platform: Wordpress

Daily Burn Conditions



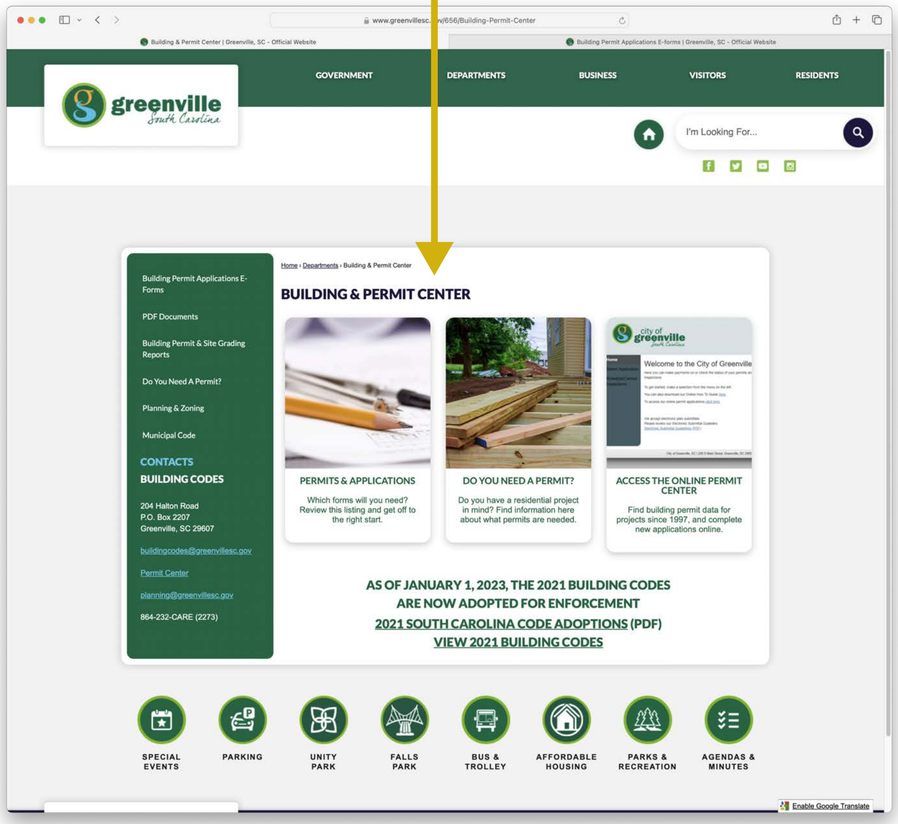
City of Greenville, SC

CoJ Department Appreciation: Finance

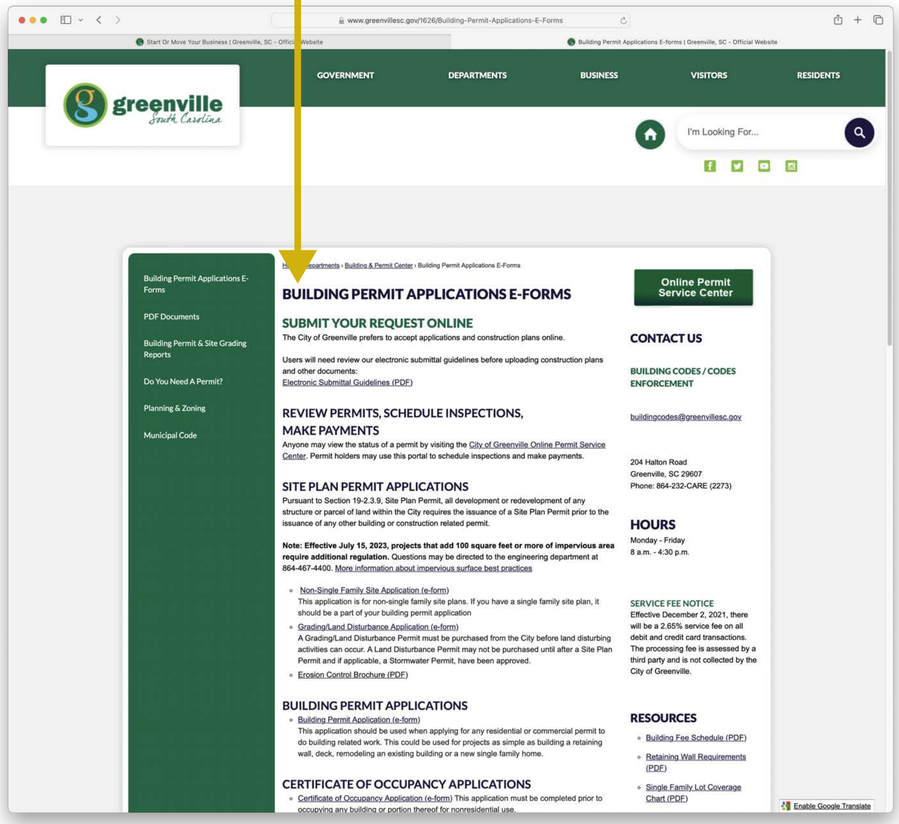
URL: greenvillesc.gov

CMS Platform: CivicPlus

Forms Defining How To Meet User Goals



Online Construction Applications



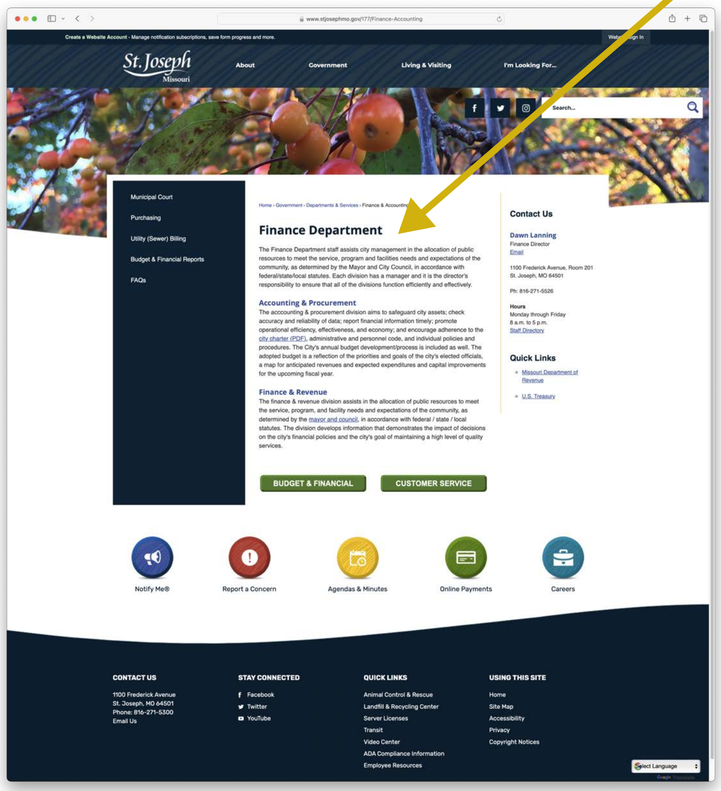
City of St. Joseph, MO

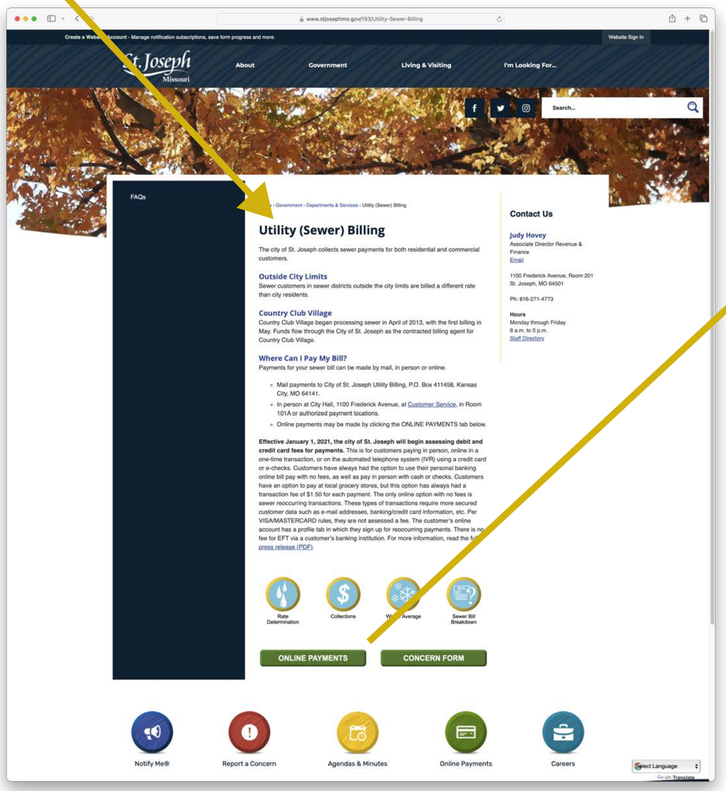
CoJ Department Appreciation: Finance

URL: stjosephmo.gov

CMS Platform: CivicPlus

Better Financial Information







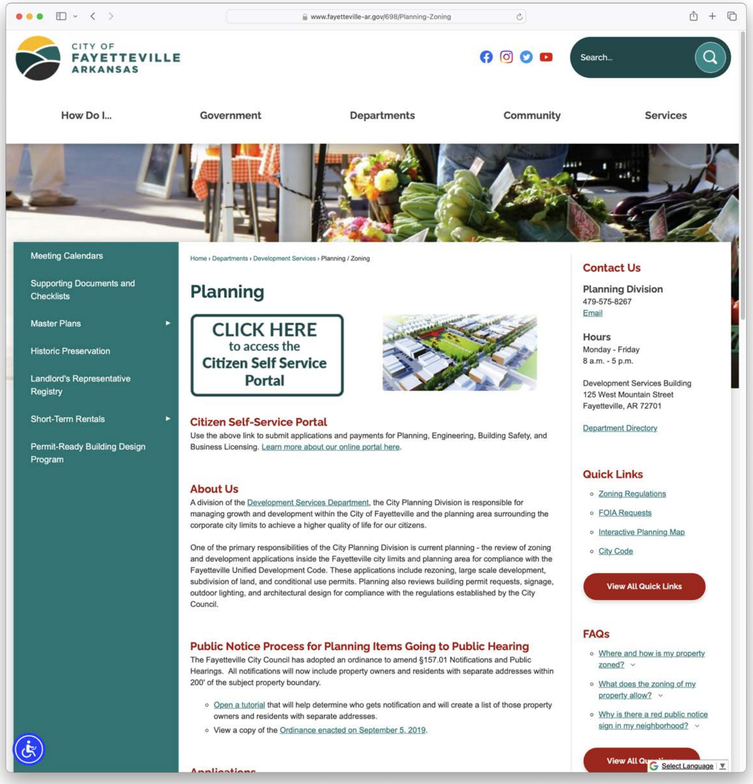
City of Fayetteville, AR

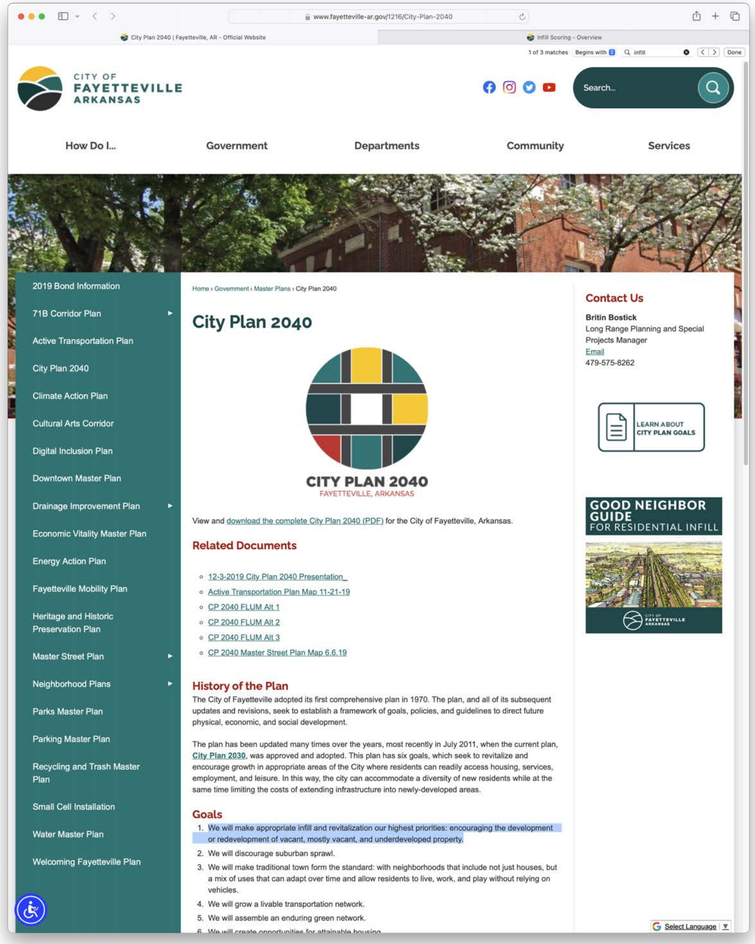
CoJ Department Appreciation: Planning, Development, & Neighborhood Services

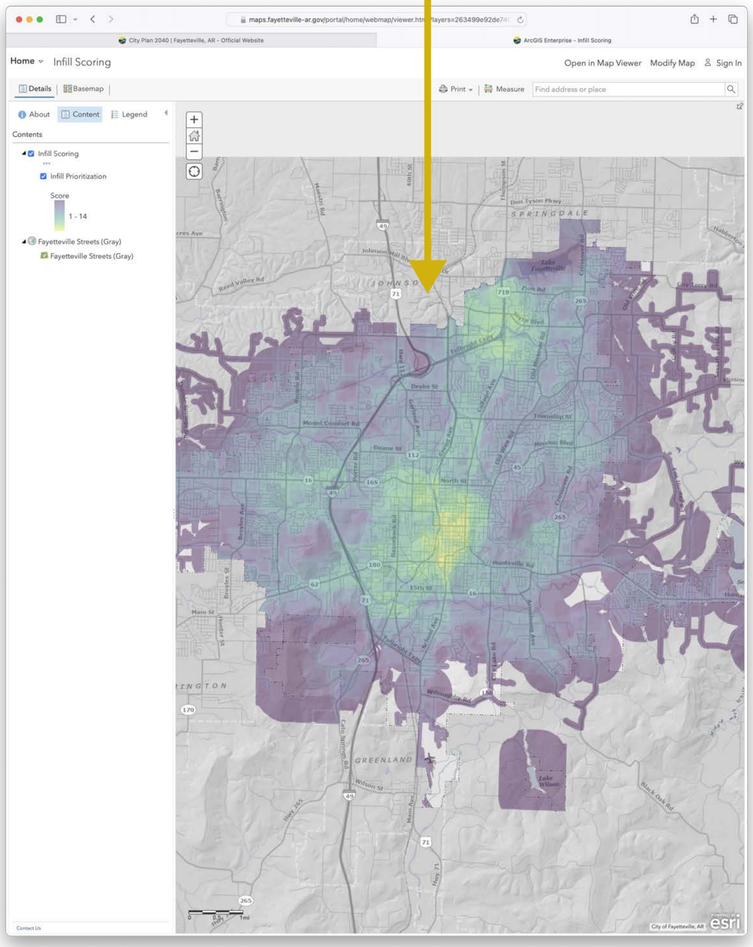
URL: fayetteville-ar.gov

CMS Platform: CivicPlus

Interactive Infill Map







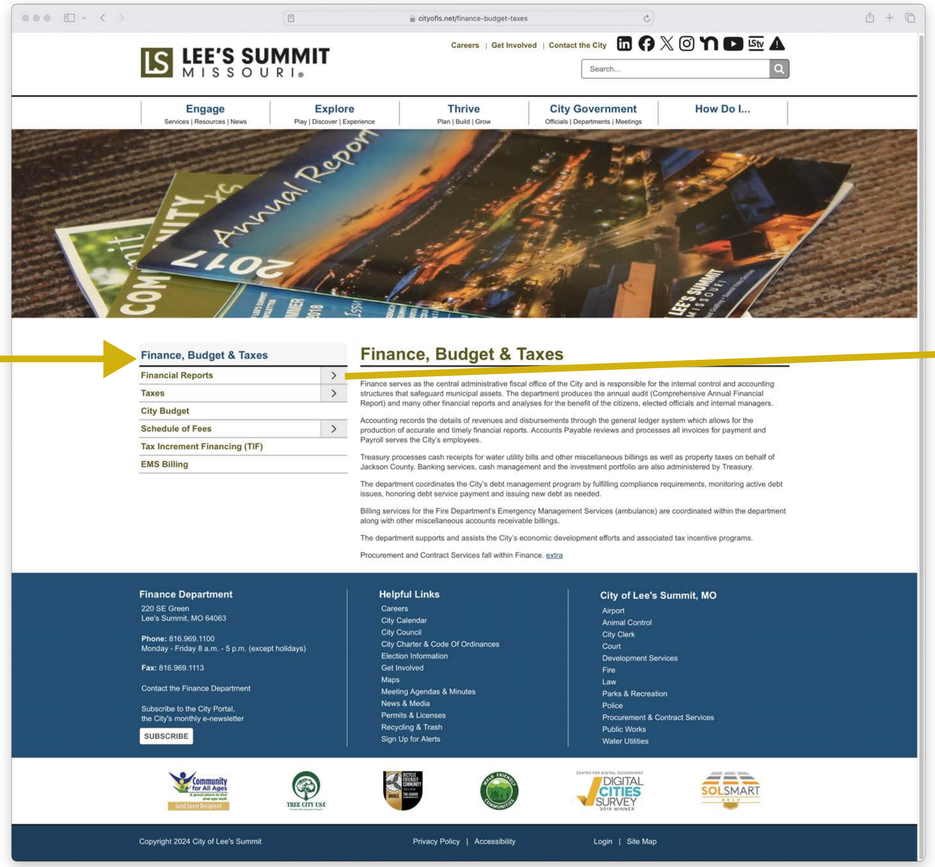
City of Lee's Summit, MO

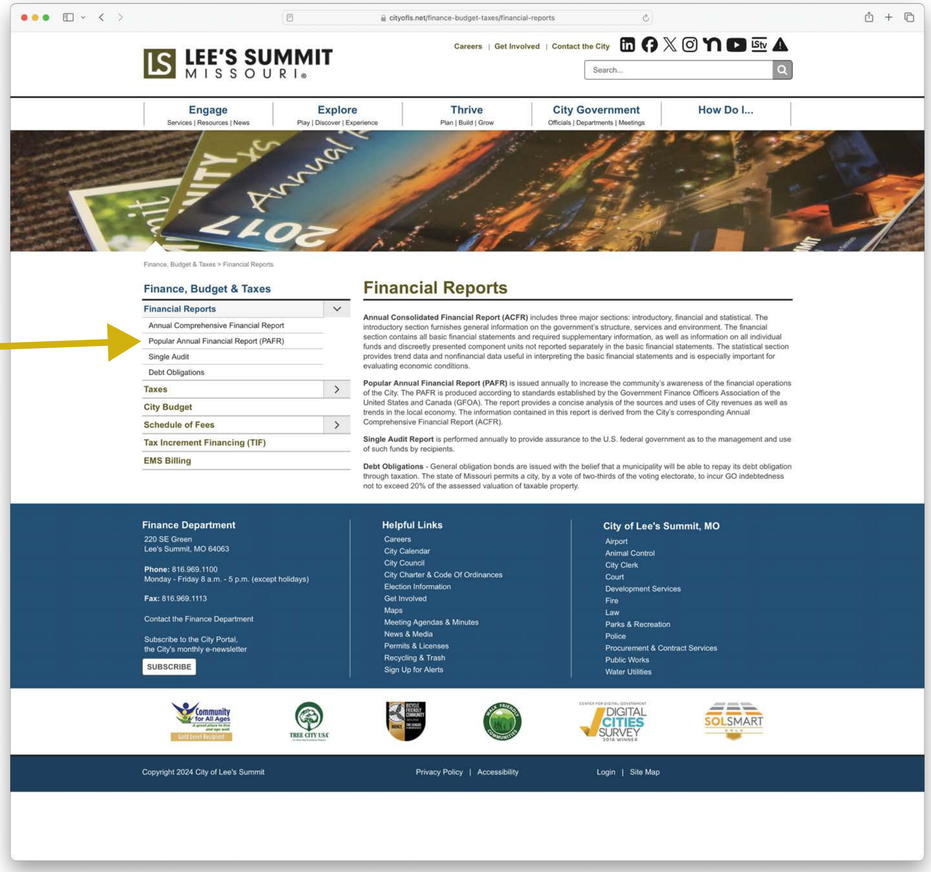
CoJ Department Appreciation: Finance

URL: cityofls.net

CMS Platform: DotNetNuke

Better Financial Information





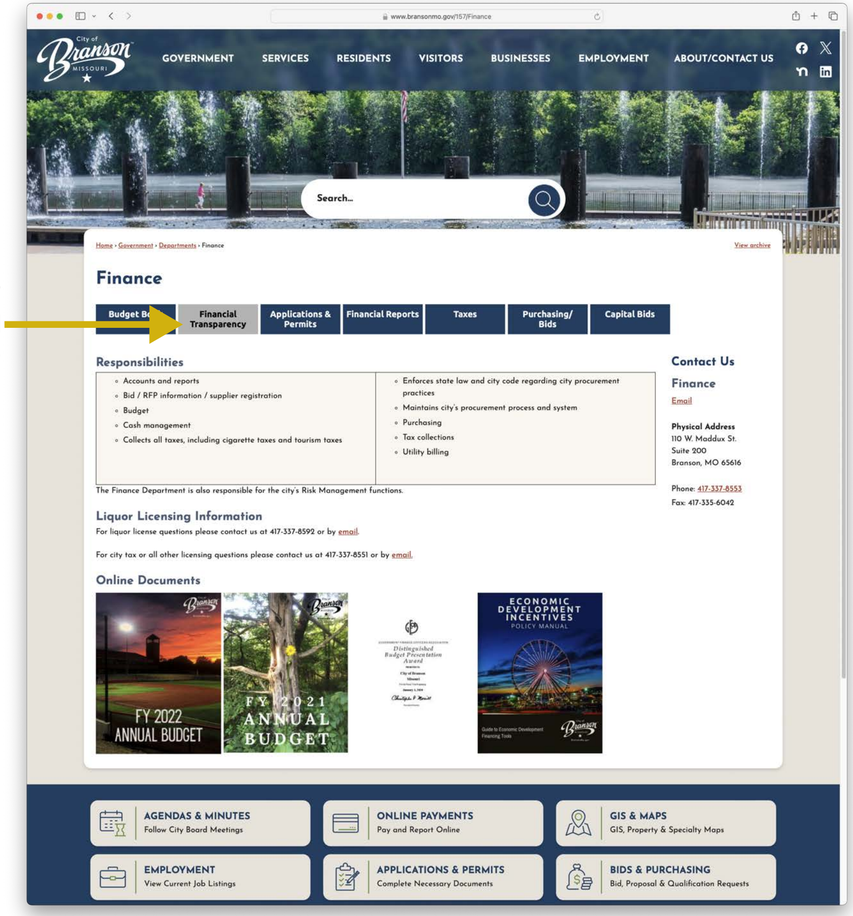
City of Branson, MO

CoJ Department Appreciation: Finance

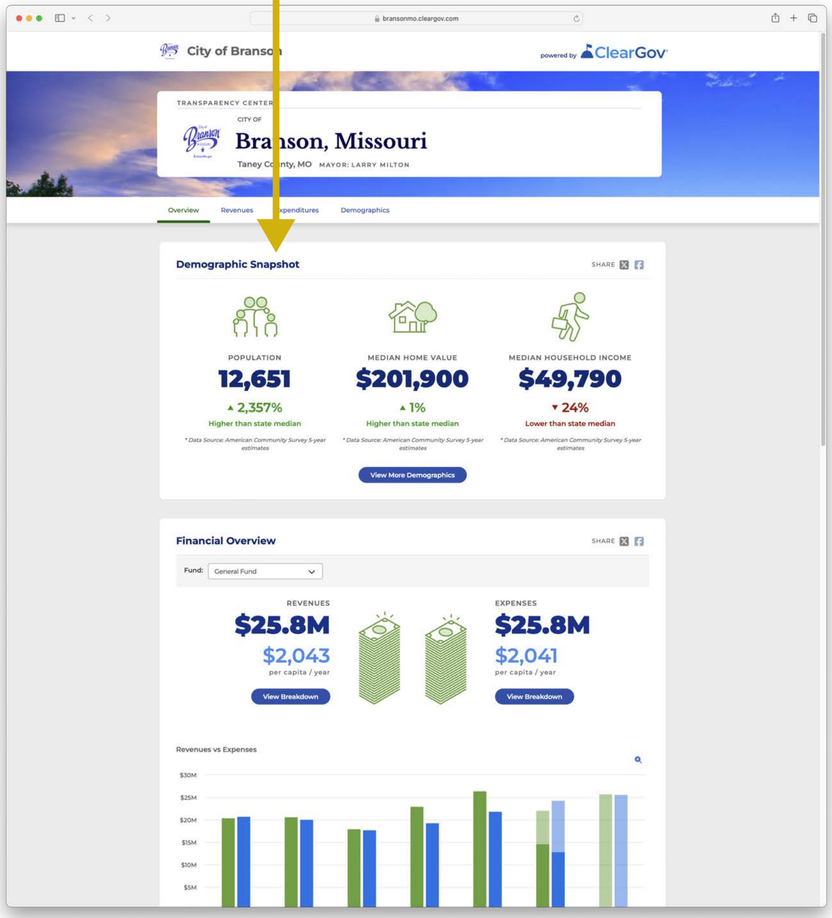
URL: bransonmo.gov

CMS Platform: CivicPlus

Better Financial Information



Better Financial Information

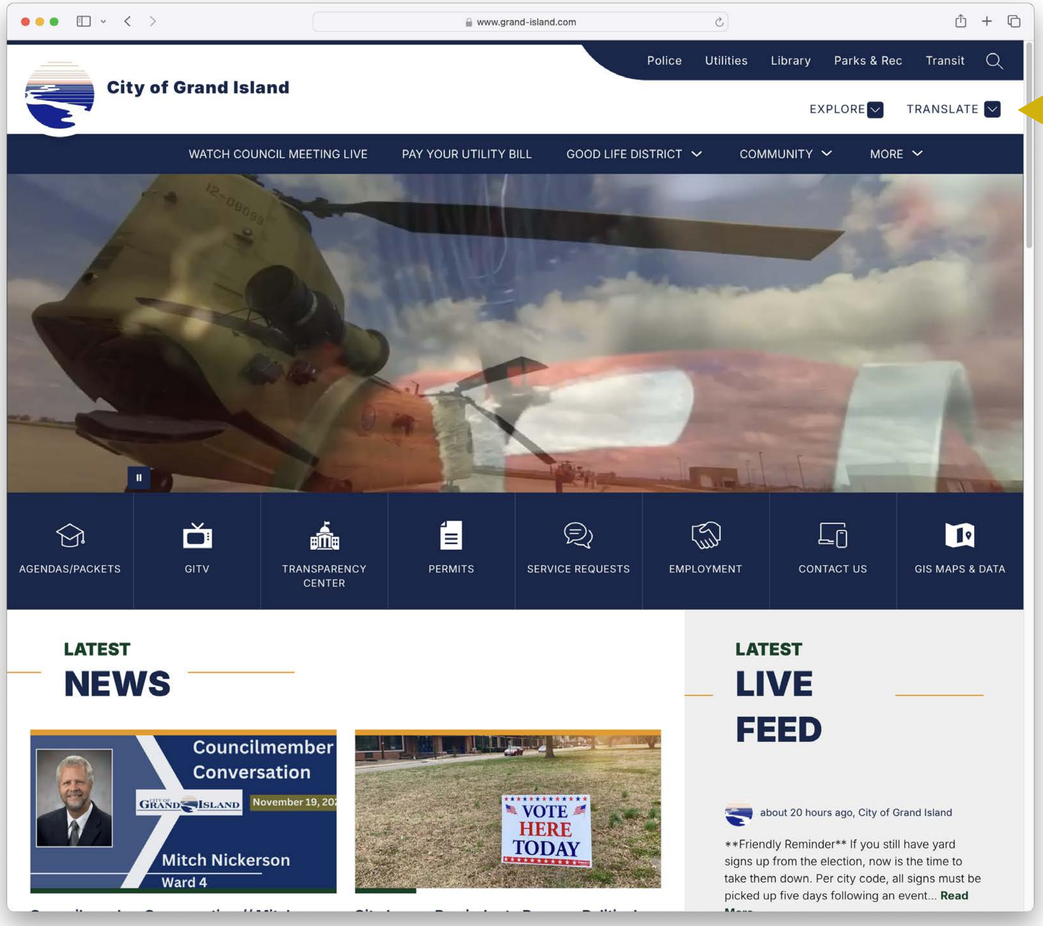


City of Grand Island, NE

CoJ Department Appreciation: Human Resources

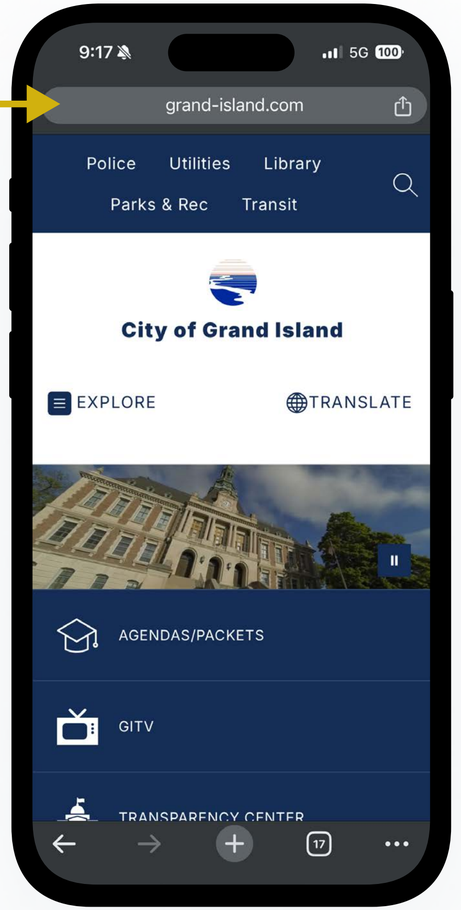
URL: grand-island.com

CMS Platform: Apptegy



Mobile Friendly Design

NOTE:
Video slows down loading time



City of Elgin, IL

CoJ Department Appreciation: Human Resources

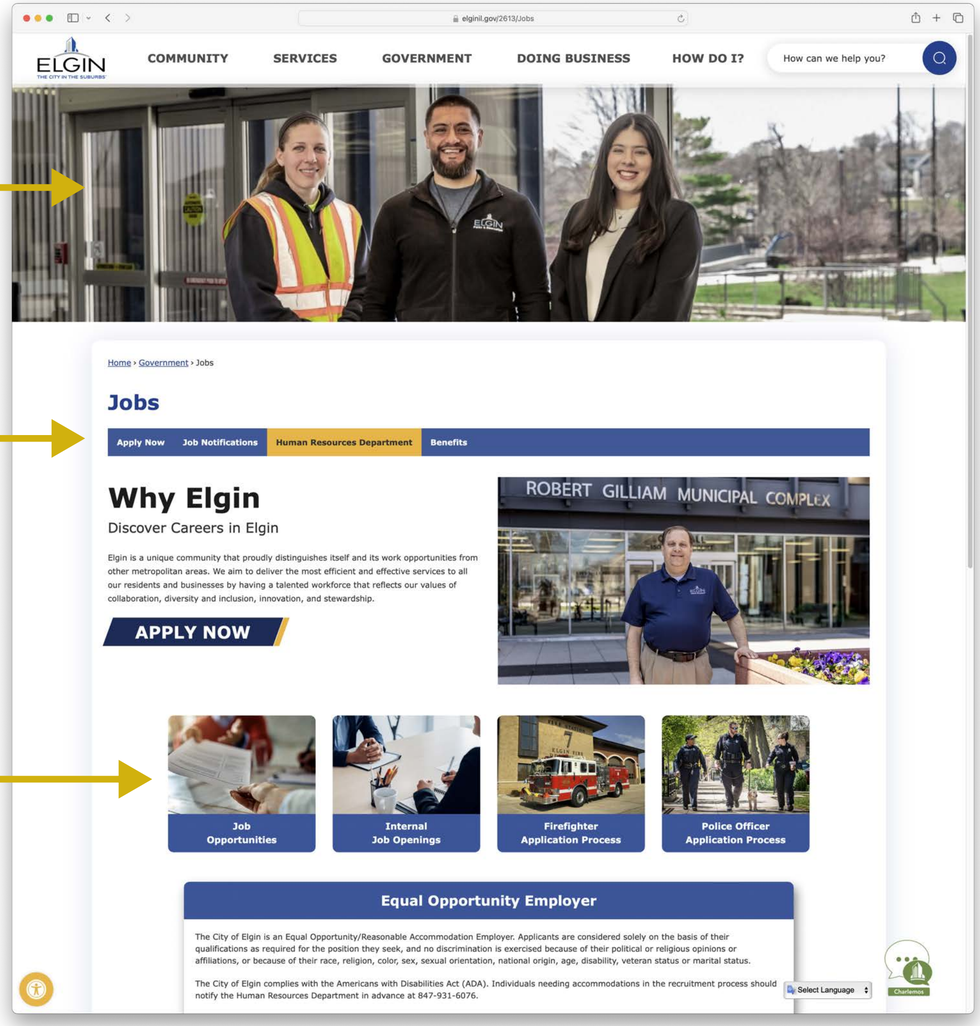
URL: elginil.gov

CMS Platform: CivicPlus

Employee Photos

Attractive Layout

Information Architecture/ Content Strategy



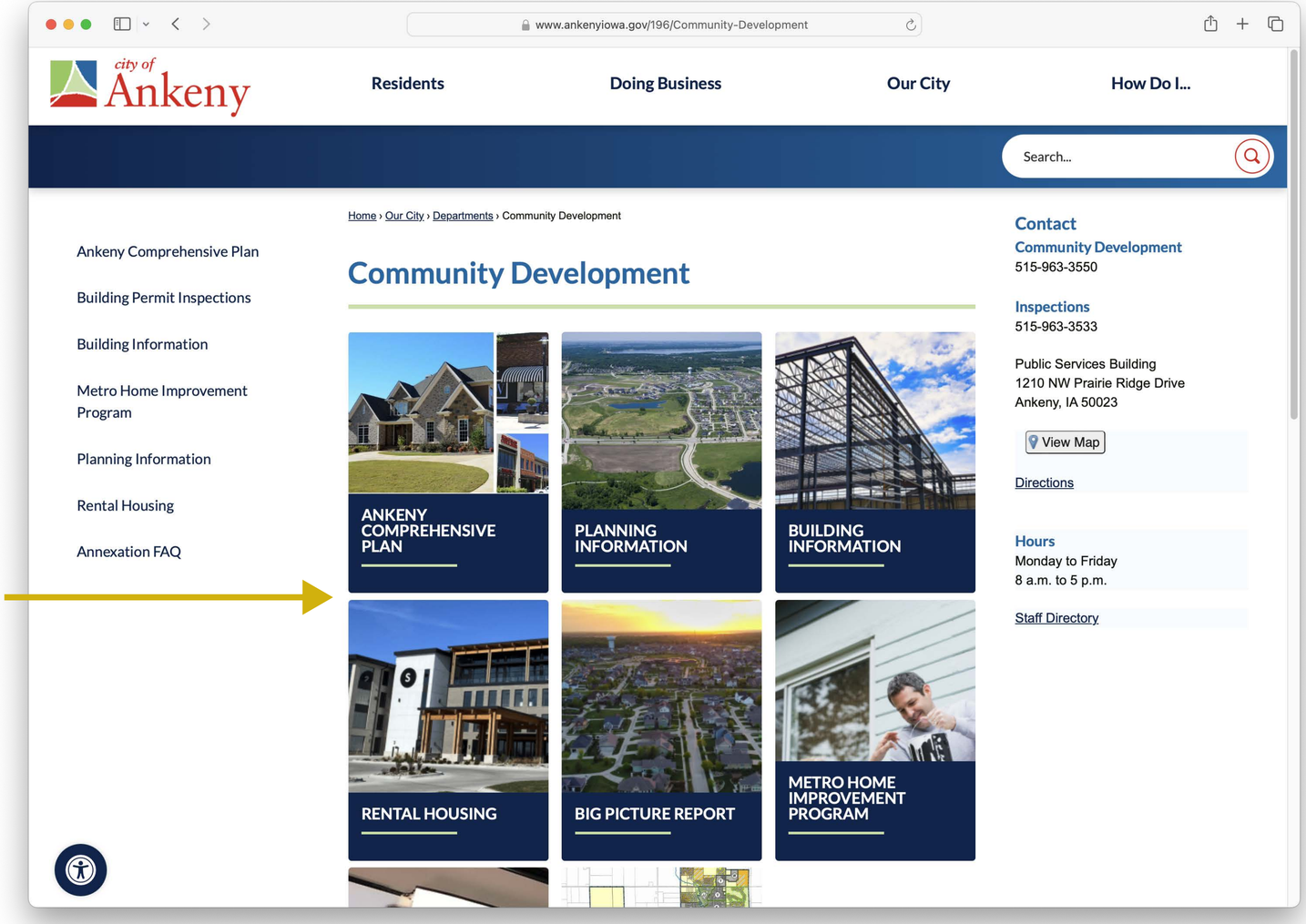
City of Ankney, IA

CoJ Department Appreciation: Planning, Development, & Neighborhood Services

URL: ankneyiowa.gov

CMS Platform: CivicPlus

Information Architecture/
Content Strategy



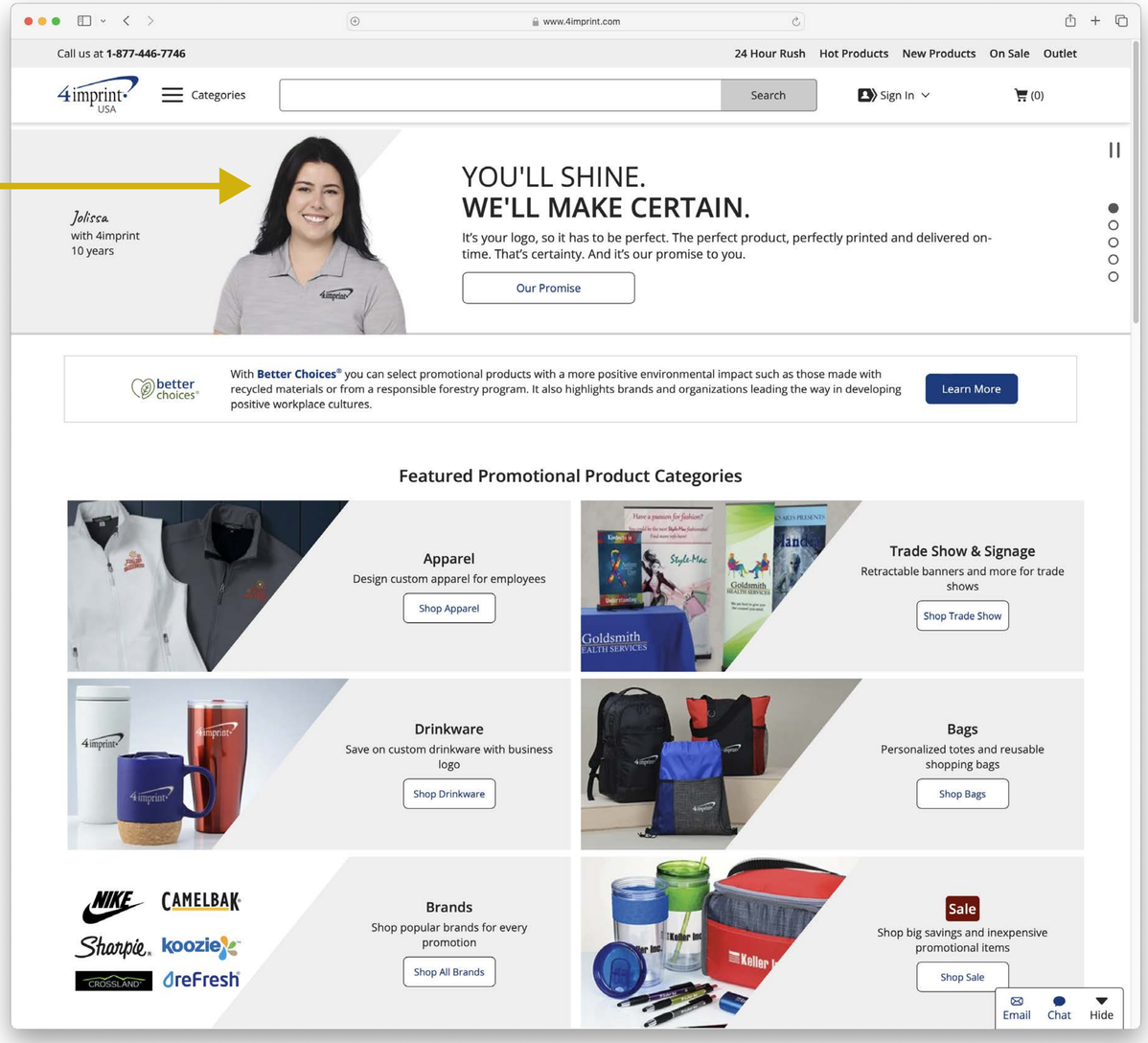
4imprint

CoJ Department Appreciation: Human Resources

URL: 4imprint.com

CMS Platform: unknown

Featured employee on each page



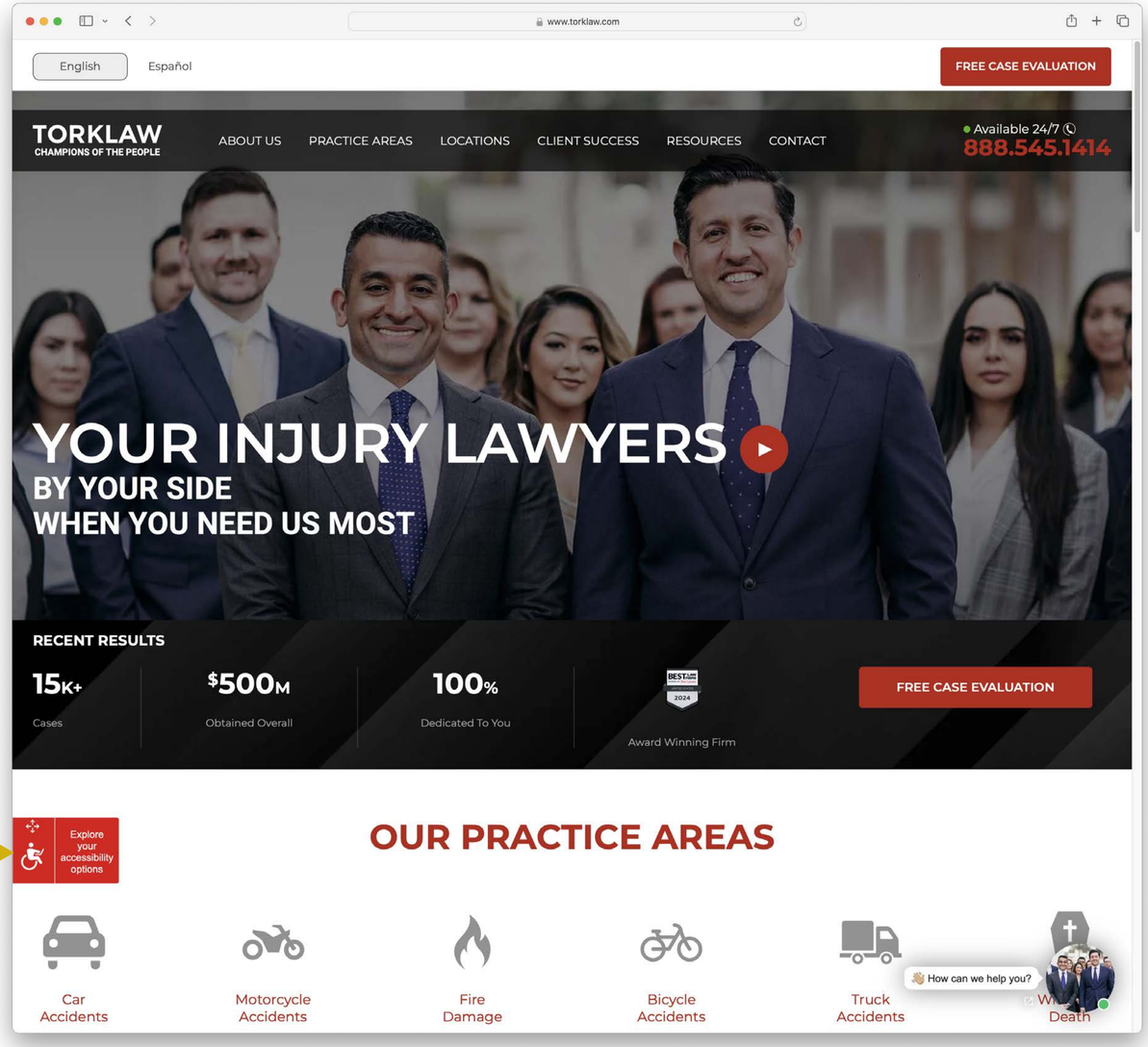
Tork Law

CoJ Department Appreciation: Human Resources

URL: torklaw.com

CMS Platform: WordPress

ADA tools
on each page



University of Missouri System Insurance

CoJ Department Appreciation: Human Resources

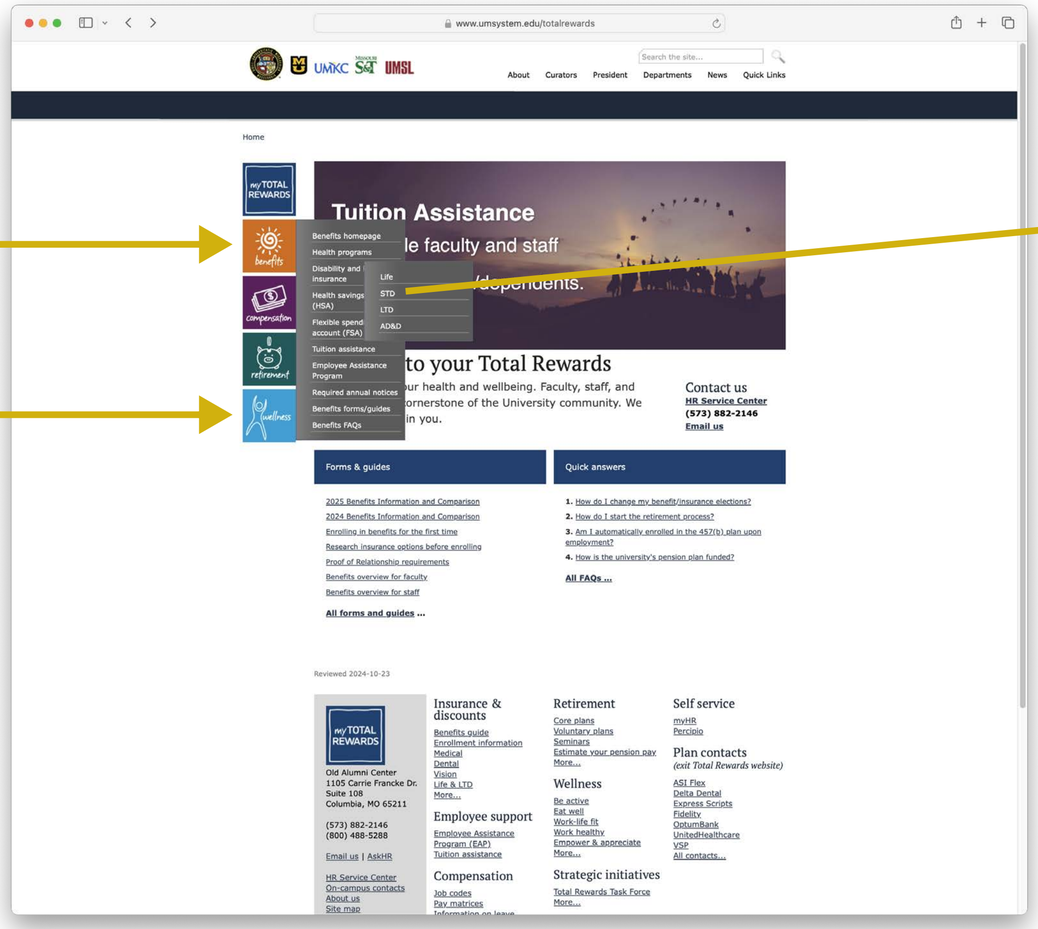
URL: umsystem.edu

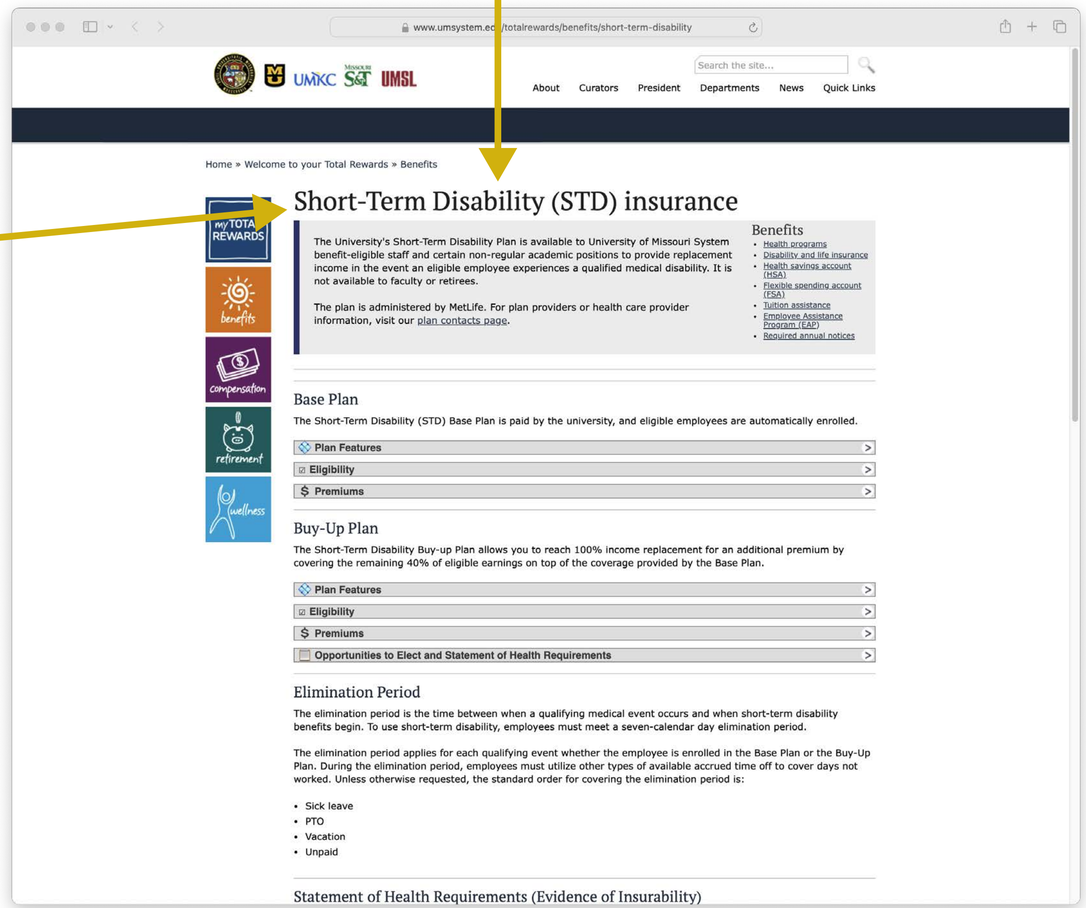
CMS Platform: Drupal

Easy to find content

Vibrant Colors

Layout





Key Findings

UI/UX

Content

- MUST BE INTUITIVELY ORGANIZED!
  - Relevant /current/accurate/complete on all pages
  - embed relevant content / media (maps, forms, etc.) on page
- Staff directory
- Project Trackers
- partner organization links

Workflow UX

- Logical / intuitive Information Architecture
  - improved navigation workflow
- simplified journey map workflows
- online payment capabilities for each department
- Interactivity
  - forms - no pdf's
  - interactive maps with pre-filtered layers
  - public meetings video stream & notifications
  - calendars/scheduling registration and payment
  - portal submission uploads process (ftp)
- WCAG AA compliance
  - Language translation

Improved UI

- Clean, simple, mobile first design
  - improved color scheme
- on brand buttons/Icons/infographics/animations
  - meaningful icons
- Quality photos taken in Joplin / no stock images
- Embedded Video
- tabbed content

Content

Relevant information on all pages

- audit all copy for accuracy, completion, brevity, tone, etc.
- embed relevant content / media
  - remove unnecessary links to forms, maps, images, etc.

Quality photos, videos, icons, infographics

- No stock images

Staff directory

Project Tracker

- interactive map
- project location on map, photo, summary, & status

Calendars

- Event Categories
- search filters
- simplified journey map workflow to register / pay

Partner organization links

Additional Considerations

Some features were good ideas, but didn't have the best execution in the examples mentioned as department inspiration sites

- Some mentioned having icons, but the specific site would re-use the same icon so that it would have an unclear meaning

High Level Issues

- .gov domain and email transition
- Supporting software dictates many workflows
  - Strong feelings about CivicPlus products
  - Increased efficiency is ROI for improved software

Features/Functions/Capabilities

Minimum Requirement

Content

- relevant/current/accurate information on all pages
  - no pages that only feature as links to content (dept. landing page)
- Staff directory
- Project Trackers
- partner organization links

Workflow UX

- Logical / intuitive Information Architecture
- simplified journey map workflow
- online payment capabilities for each department
- Search results filtering
- Interactivity
  - forms - no pdf's
  - interactive maps with pre-filtered layers
  - public meetings video stream & notifications
  - calendars/scheduling registration & payment
  - portal submission uploads process (ftp)
- Custom email / text alerts / browser notifications
- WCAG AA compliance
  - Language translation

Improved UI

- Clean, simple, mobile first design
  - improved color scheme
- Quality photos & video embedded - no stock images
- On brand buttons/icons/infographics/animations
- search bar location
- CP login / private citizen login location

Preferred

Content

- Department specific data dashboards

Workflow UX

- WCAG AAA compliance
- paperless workflow for departments desiring it
- public facing AI Chat bot assistant
- Swag store

Fantasy

Workflow UX

- Department / Division specific mobile apps
- Customized department software development

Prioritization

Urgent / Important

Content

- relevant/current/accurate information on all pages
  - no pages that only feature as links to content (dept. landing page)
- Staff directory
- Project Trackers
- calendars
- partner organization links

Workflow UX

- Logical / intuitive Information Architecture
- online payment capabilities for each department
- Search results filtering
- Interactivity
  - forms
  - maps with pre-filtered layers
  - public meetings
  - calendars/scheduling
  - portal submission uploads process
- Custom email / text alerts

Improved UI

- Mobile first design
- WCAG AA compliance
  - Language translation
- Buttons/Icons/animations
  - Embedded Video
- search bar location
- CP login / private citizen login location

Important / Less Urgent / More Difficult

Content

- Department specific data dashboards

Workflow UX

- paperless workflow for departments desiring it
- public facing AI Chat bot assistant

Improved UI

- WCAG AAA compliance
- Customized department software development

Long Term Development

Workflow UX

- Department / Division specific mobile apps
- Customized department software development

Competitive Analysis

January 2025

Overview

While the City of Joplin is not truly in a competition against other governments, a "competitive analysis" is an evaluation of how well a the City's official site compares to other government websites, assessing their user experience, content, interface design, features, accessibility, and overall effectiveness in delivering services to citizens. Essentially, this research looks at how well the City compares to their "competition" in the digital space.

Aspects of government competitive analysis

Identifying key competitors:

Examining other government agencies that offer similar services to serve as a benchmark for comparison and inspiration.

Technology:

Documenting each site's CMS Platform

Define Key Metrics:

User Experience (UX)

- Ease of navigation
- Mobile optimization
- Ease to accomplish various goals

User Interface (UI)

- Accessibility / WCAG compliance
- Branding consistency
- Use of multimedia
- Aesthetic typography, color scheme, layout

Content quality review:

Assessing the accuracy, clarity, and comprehensiveness of information provided on each website, including updates and accessibility.

Key competitors & Technology

The following sites have been identified as benchmarks for comparison and inspiration. In-depth reviews conducted for those municipal sites receiving external recognition* for excellence in website design. High level reviews conducted for neighboring municipal sites mentioned by Departments within the City of Joplin.

*External recognition determined by being mentioned by the Joplin Website Advisory Committee and/or appearing online as an example of excellence in web design: cyberoptik.net/blog/best-municipal-website-designs/

Municipality	URL	CMS	Review
1. City of Ankeny, IA	ankenyiowa.gov	CivicPlus	High Level
2. City of Austin, TX	austintexas.gov	Drupal	In-Depth
3. City of Bentonville, AR	bentonvillear.com	CivicPlus	High Level
4. City of Columbia, MO	como.gov	WordPress	High Level
5. City of Kansas City, MO	kcmo.gov	Granicus	In-Depth
6. City of Los Angeles, CA	lacity.gov	Drupal	In-Depth
7. City of Nixa, MO	nixa.gov	WordPress	High level
8. City of New York, NY	nyc.gov	TeamSite	In-Depth
9. City of San Francisco, CA	sf.gov	Drupal	In-Depth
10. City of Springfield, MO	springfieldmo.gov	CivicPlus	High Level

Sites listed alphabetically by url

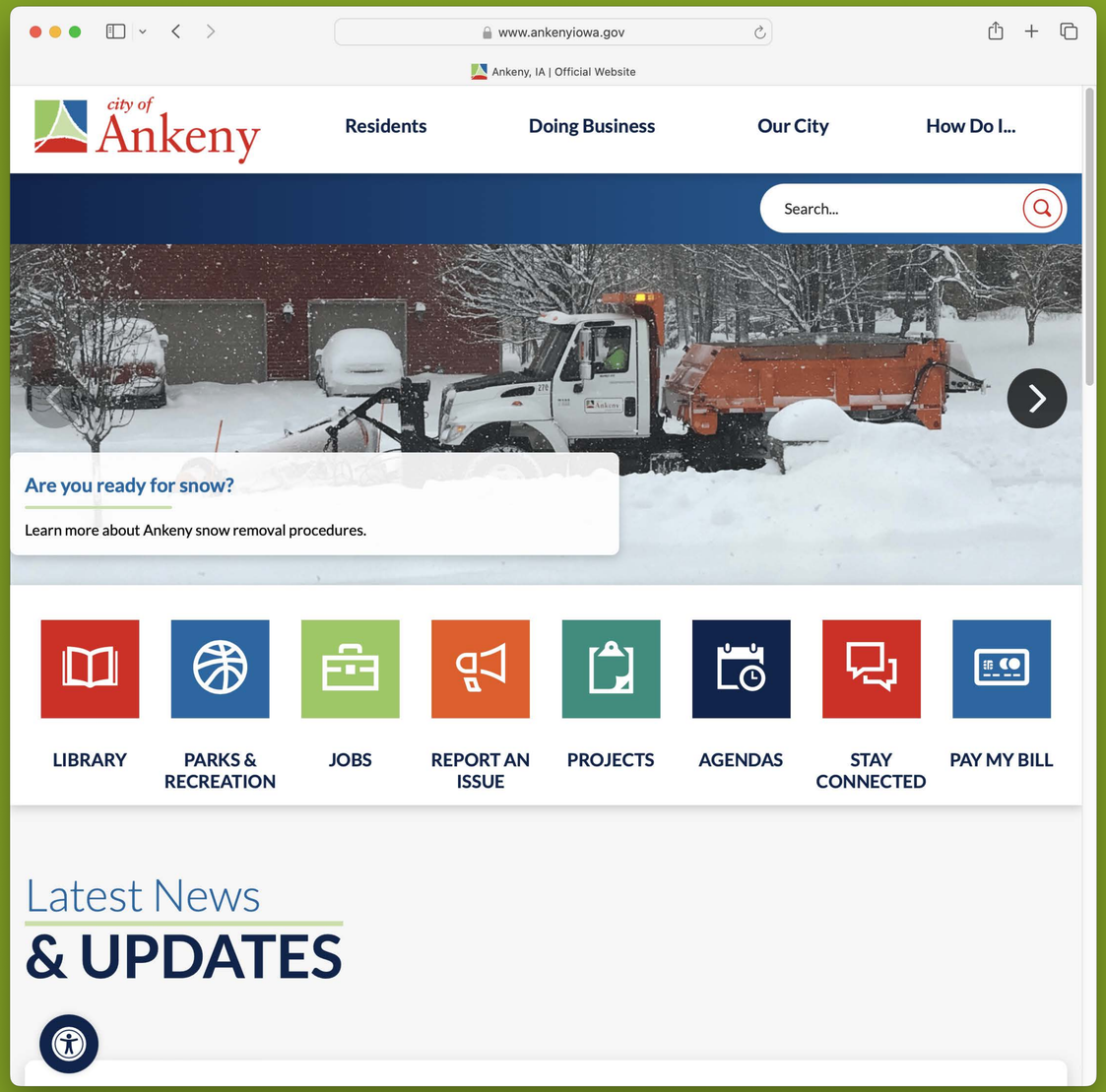
City of Ankeny, IA

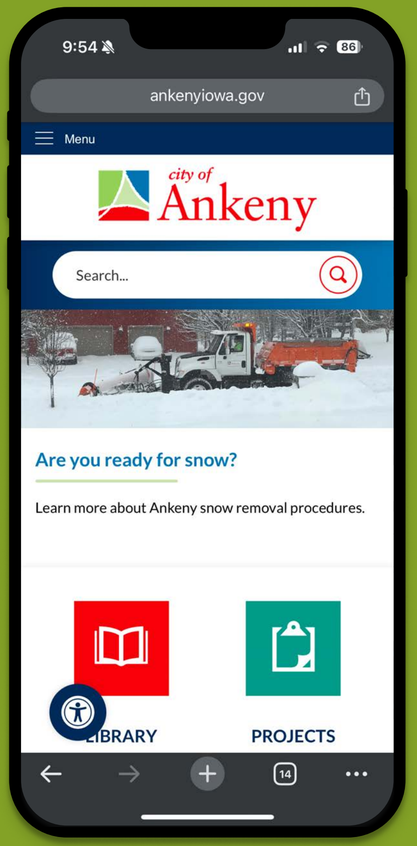
URL: ankenyiowa.gov

CMS: CivicPlus, HappyFox

Widgets: Apple Whitelist, Azure Active, Frase, Directory, Facebook Sharer, Offical US, Google Tag Manager, Government Domain, Google Font API, Proofpoint URL, US Privacy User, Defense, Signal Mechanism, Tableau, CrUX Dataset, Cloudflare Radar, Font Awesome

Source: builtwith.com/ankenyiowa.gov

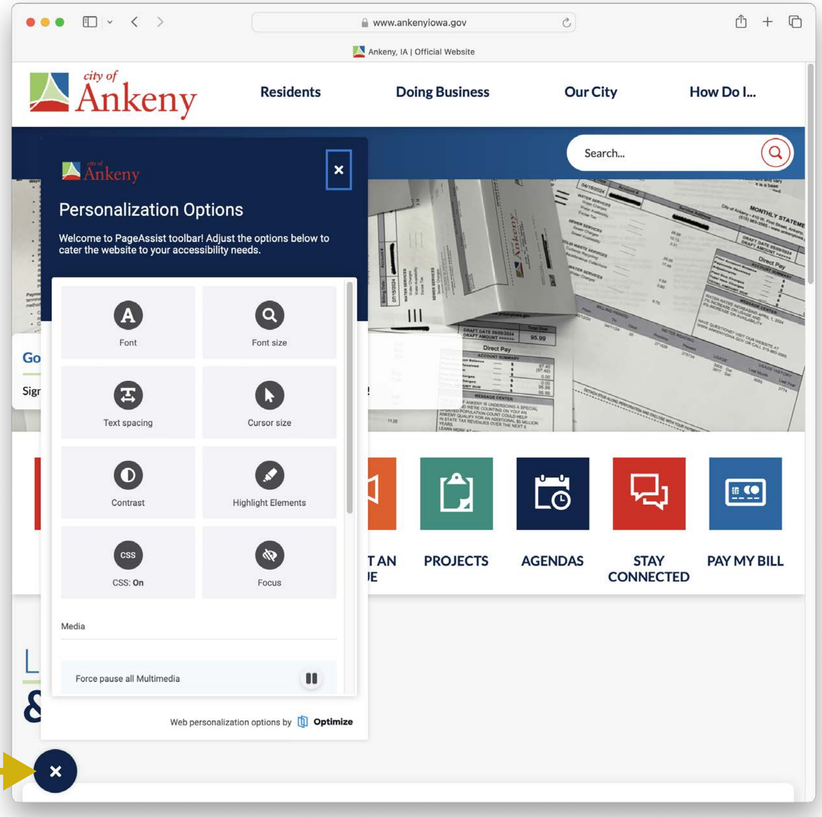


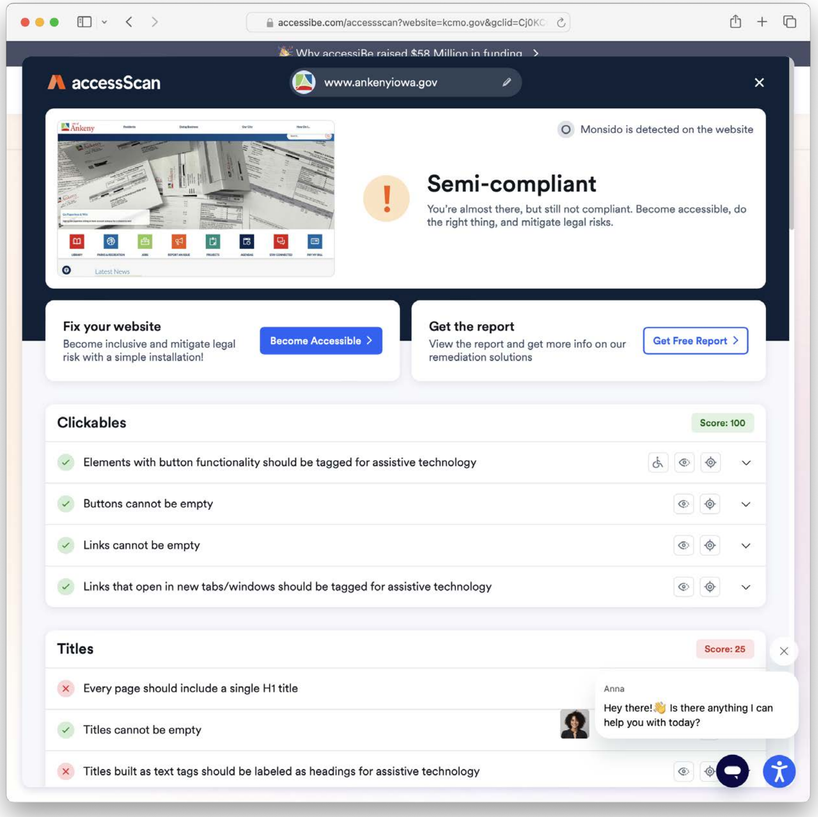


ankenyiowa.gov

WCAG Accessibility

Accessibility assistance tool pinned to lower left of each page





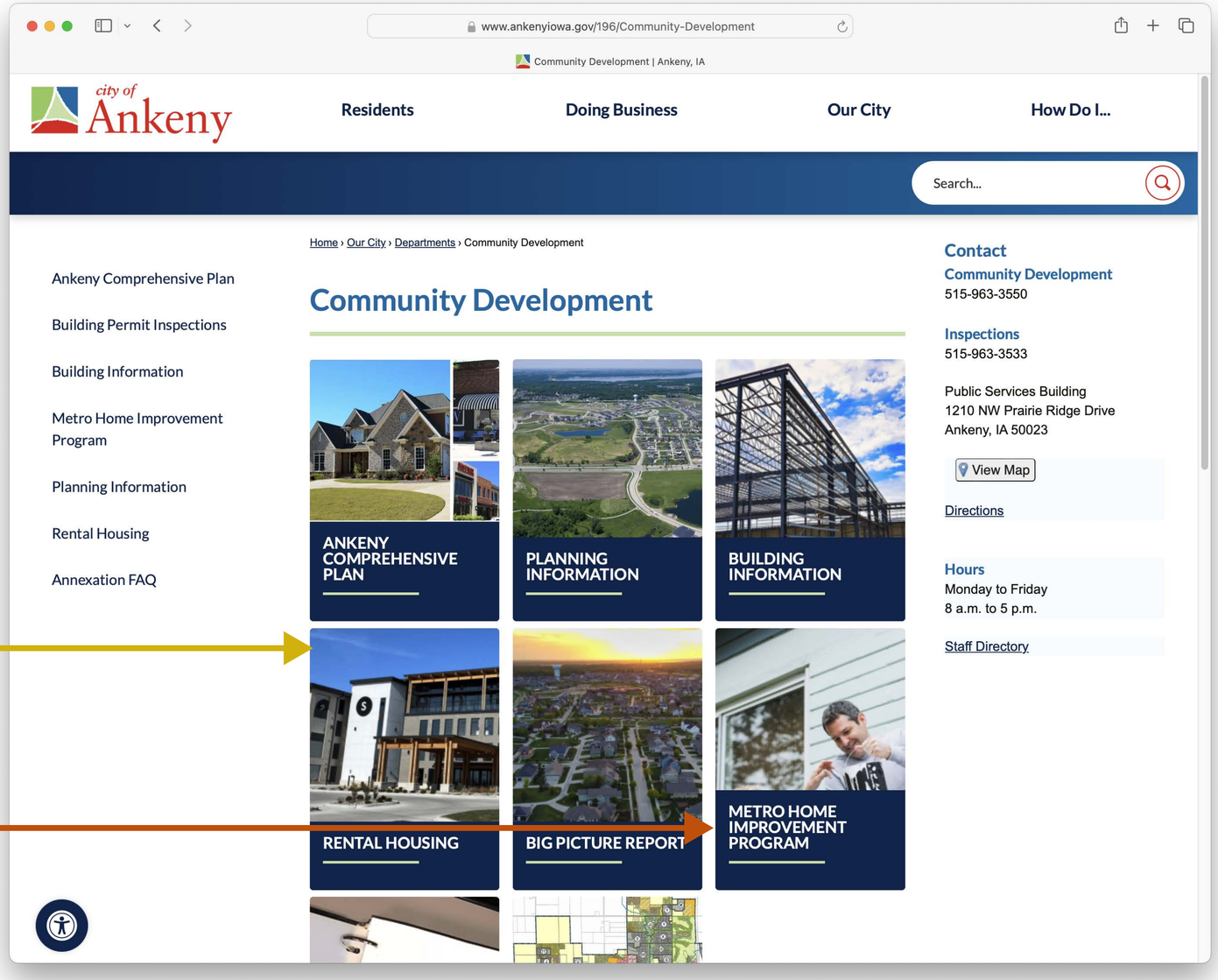
ankenyiowa.gov

CoJ Department Appreciation:

Planning, Development, & Neighborhood Services

Content Layout

Text breaks grid



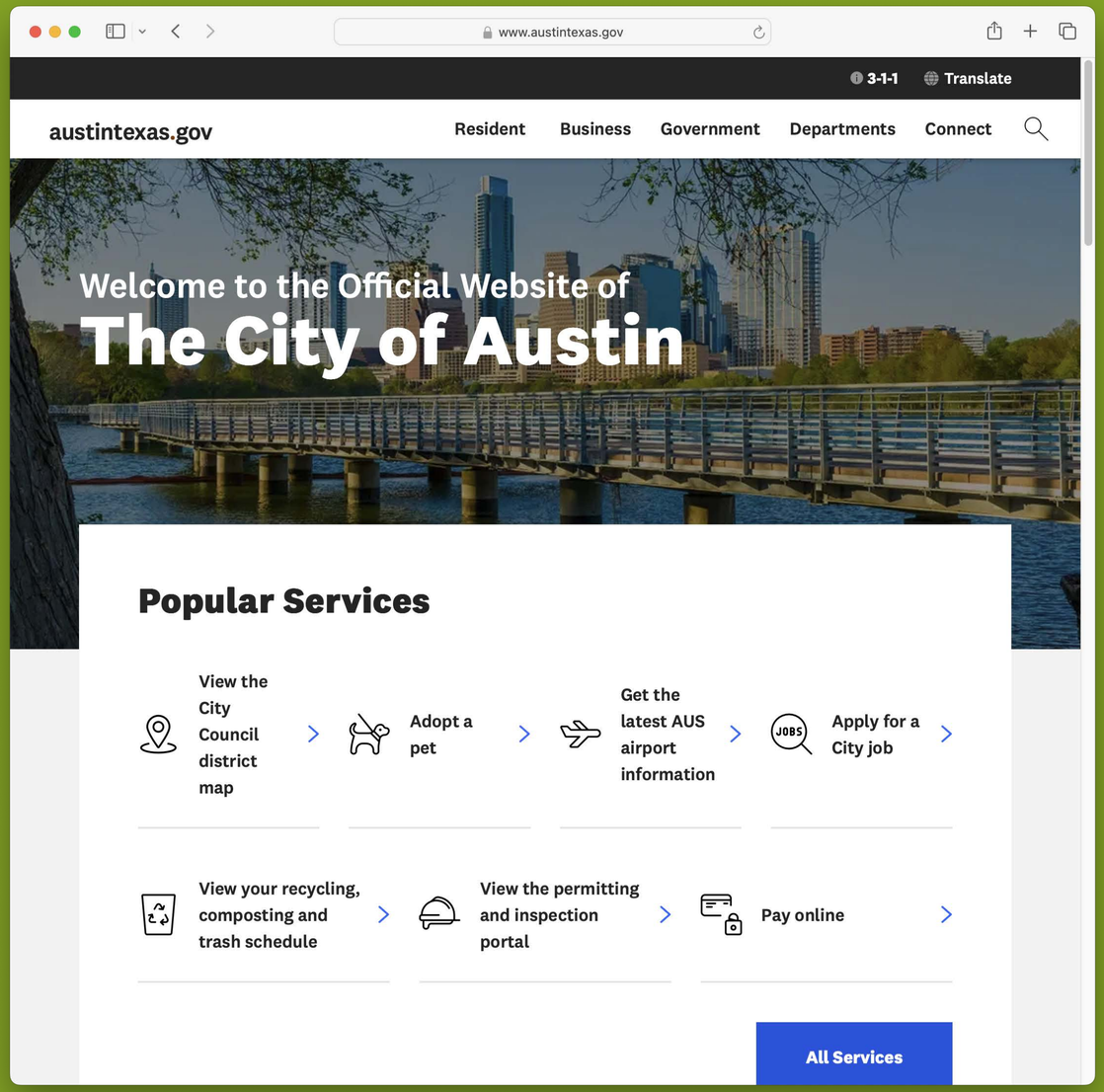
City of Austin, TX

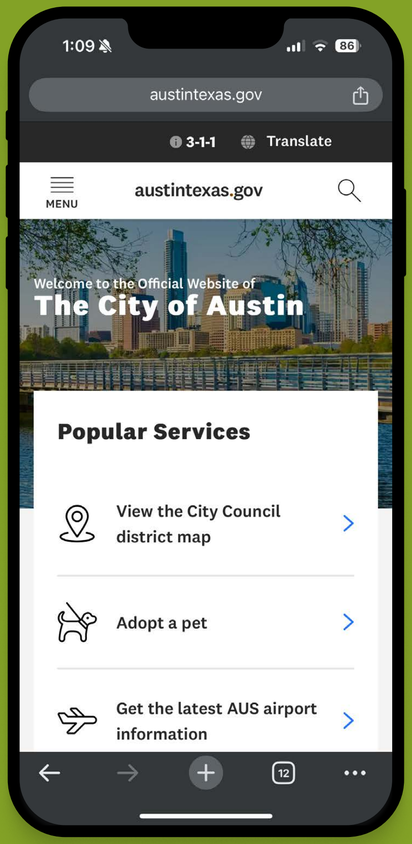
URL: austintexas.gov

CMS:
- Siteimprove
- GovQA
- Wrike
- Genesys Cloud CX
- Miro
- Drupal

Widgets:
- Apple Whitelist
- Genesys
- Font Awesome
- TeamViewer
- CrUX Dataset
- Unsplash
- Azure Active Directory
- CKEditor
- Cloudflare Radar
- Add to Any
- COVID-19 Verified Profile
- OpenAI
- MailChimp
- Constant Contact
- Smartsheet
- GTranslate.io
- OneTrust
- Twitter Timeline
- Facebook Sharer
- Google Translate Widget
- Google Tag Manager
- US Privacy User Signal Mechanism
- Offical US Government Domain
- Imperva Bot Detection and Mitigation

Source: builtwith.com/austintexas.gov





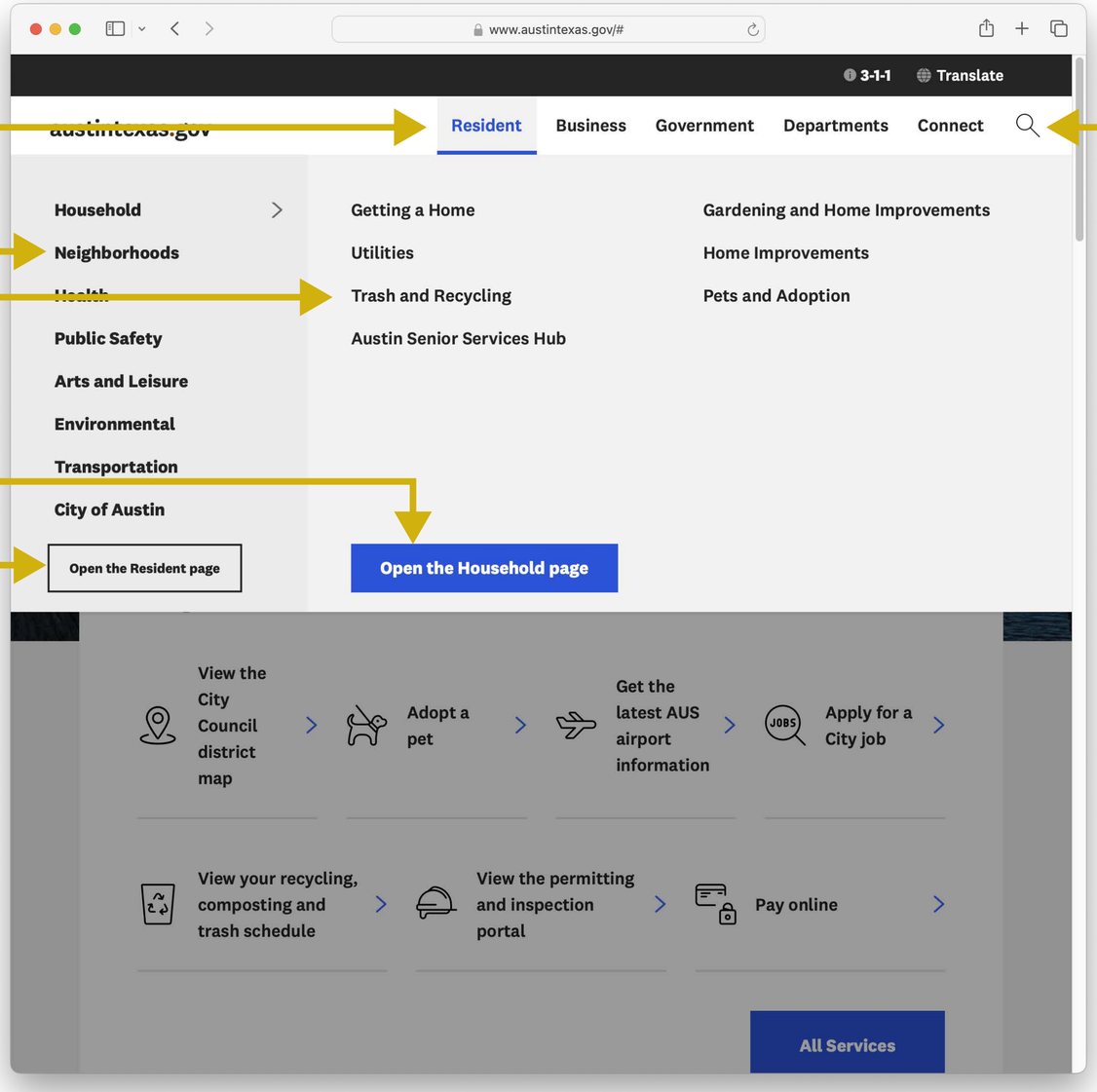
austintexas.gov

navigation

Top nav broken into 5 high level categories

2nd and 3rd level categories revealed on click

Relevant 2nd & 3rd level links highlighted



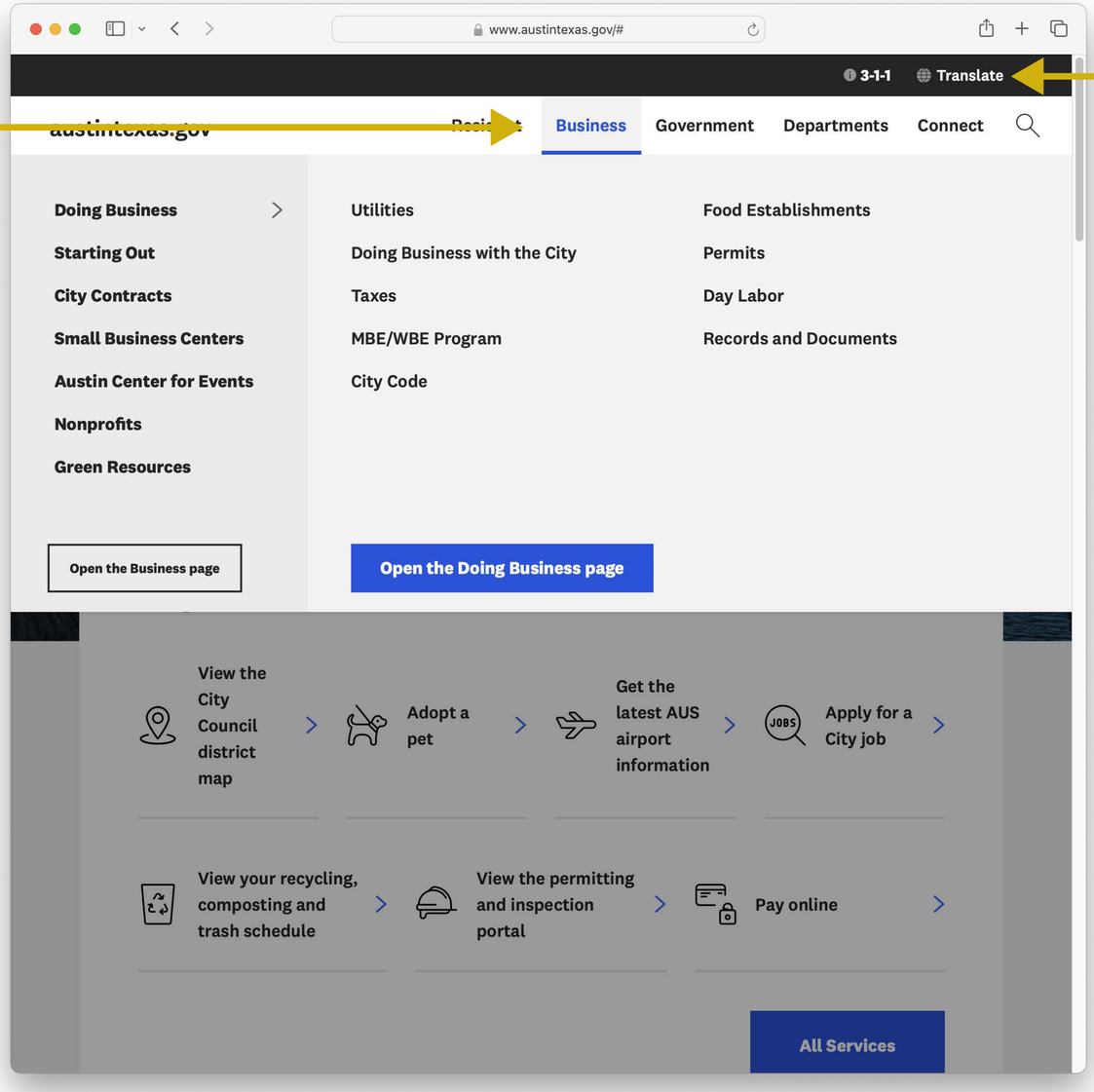
Search included with top nav

austintexas.gov

navigation

Top nav includes Business tab

3-1-1 and Translation pinned above top nav

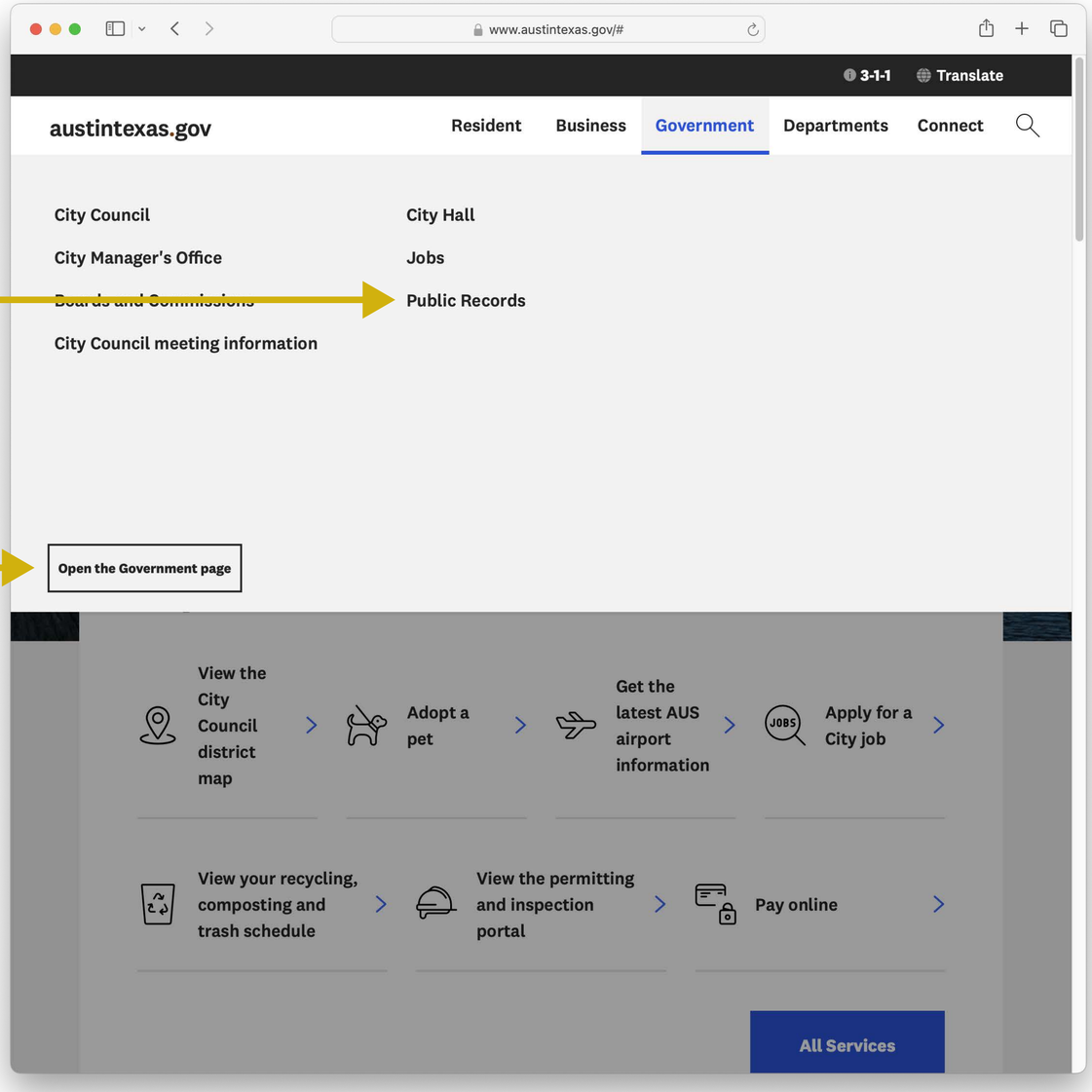


austintexas.gov

navigation

Most frequent government pages prioritized

Link to government overview page highlighted

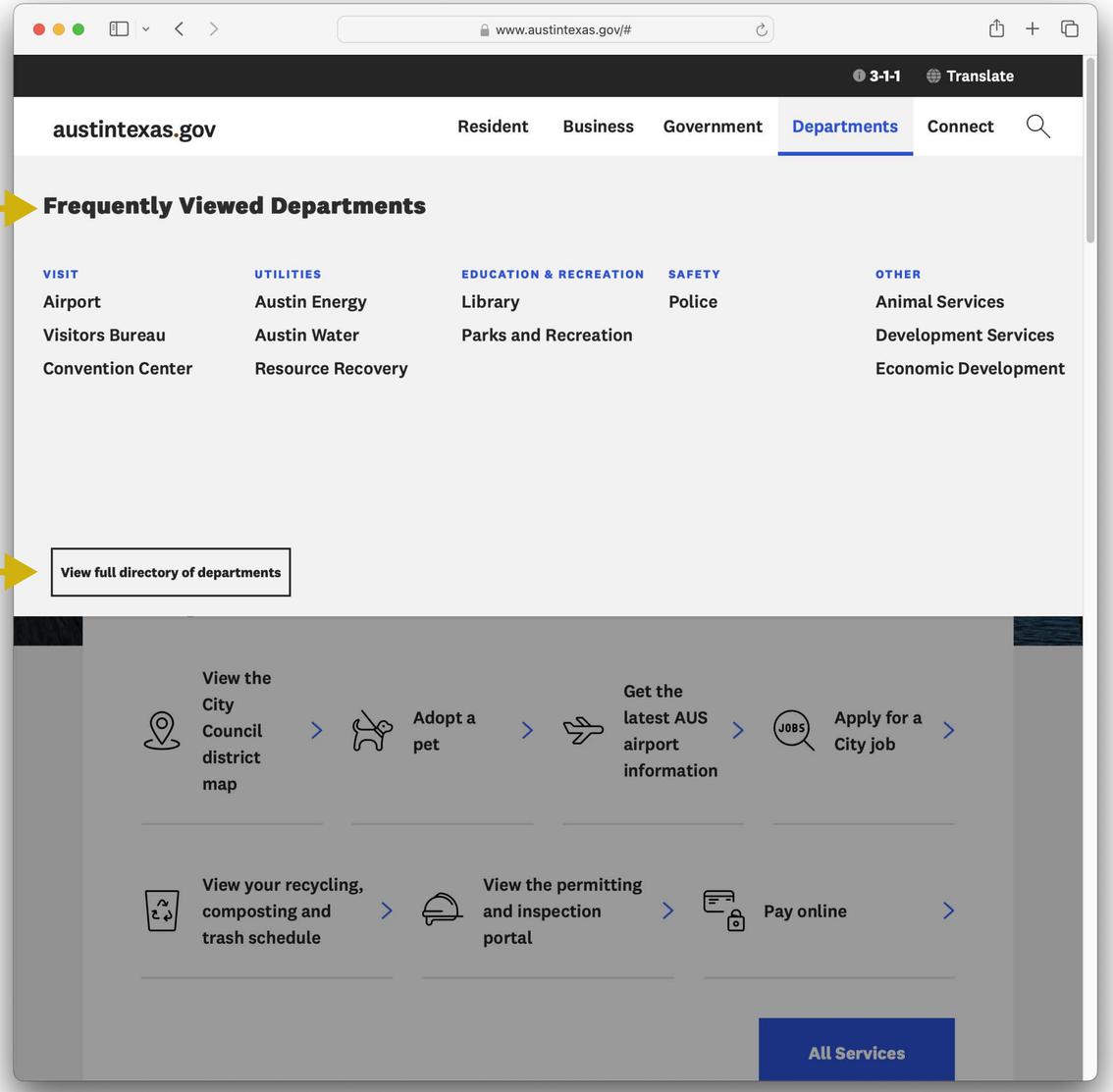


austintexas.gov

navigation

Most frequent departments prioritized

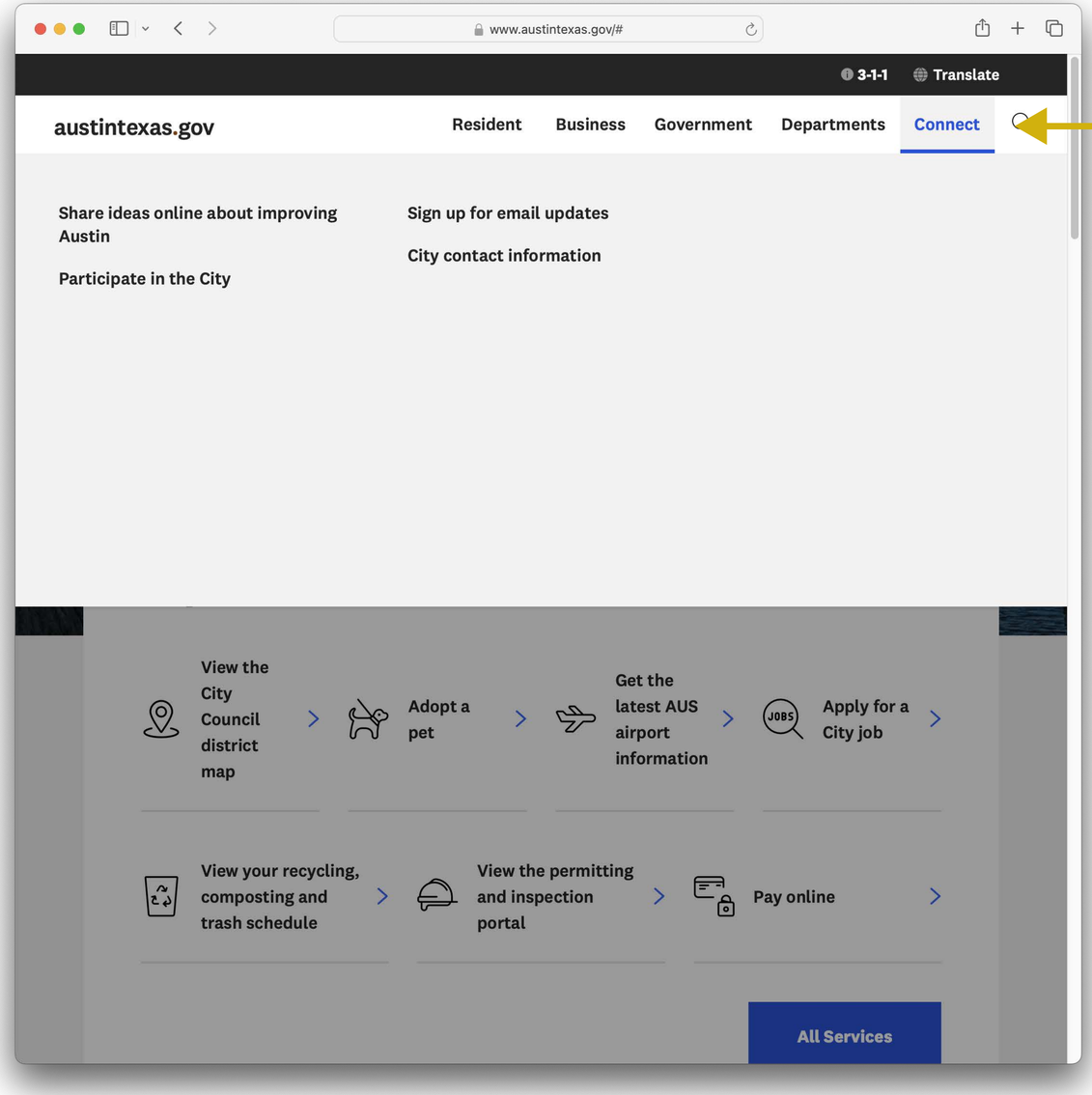
Link to full department directory highlighted



austintexas.gov

navigation

Footer link to site map led to an unpopulated page



Top nav invites user connection and feedback

austintexas.gov

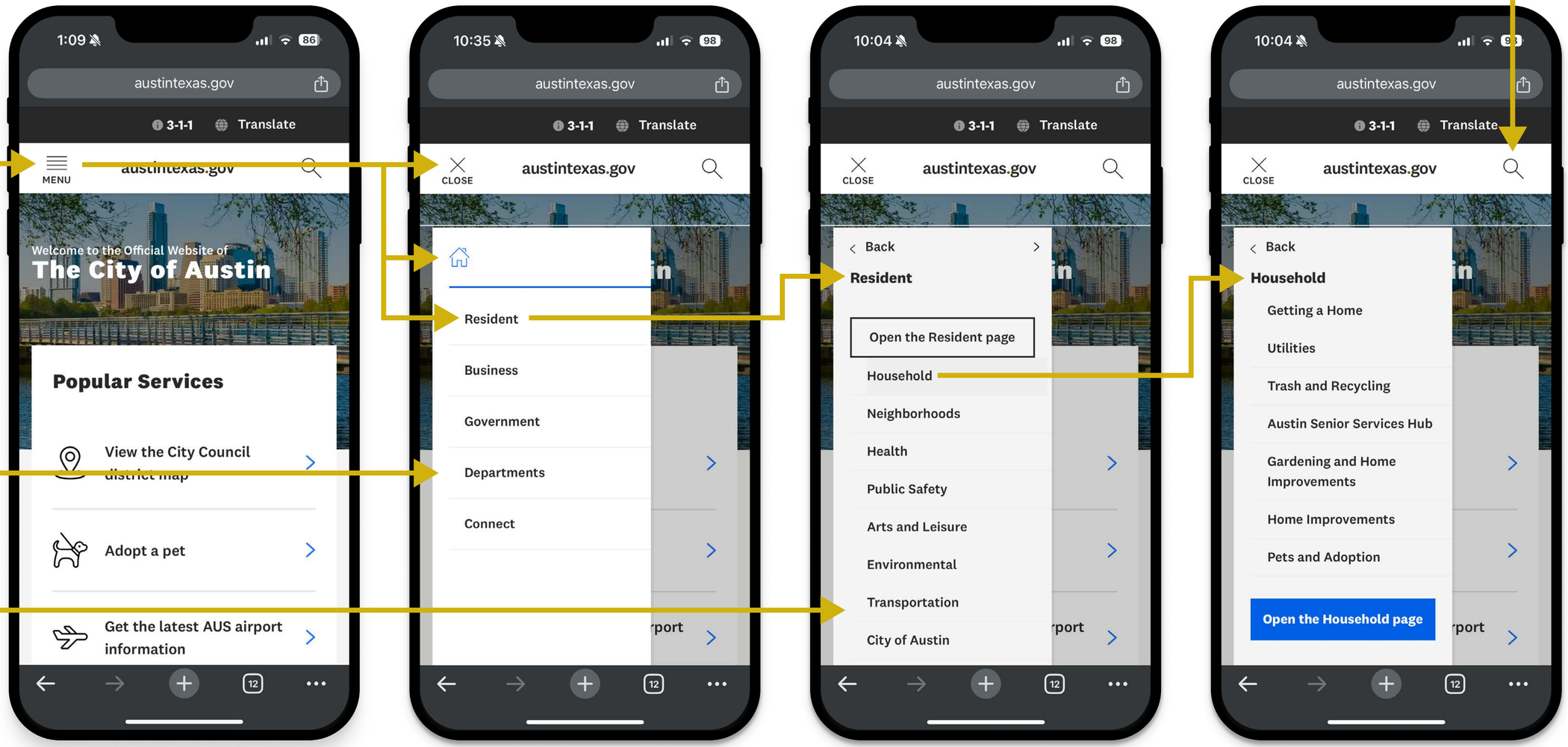
mobile navigation

Consistent navigation flow and features for mobile

Large buttons help users on smaller screens

Full menu remains visible

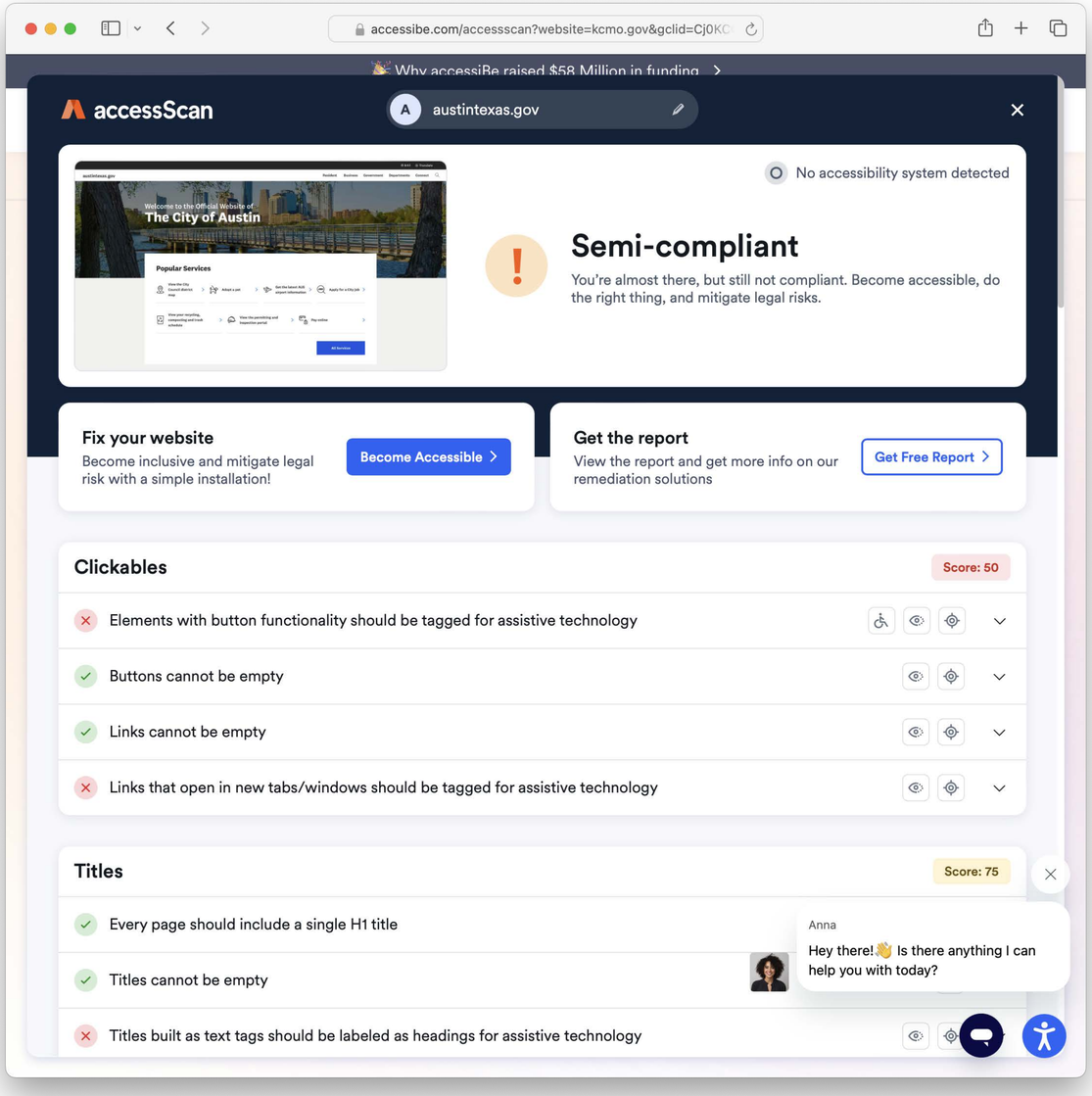
Search included in mobile top nav



austintexas.gov

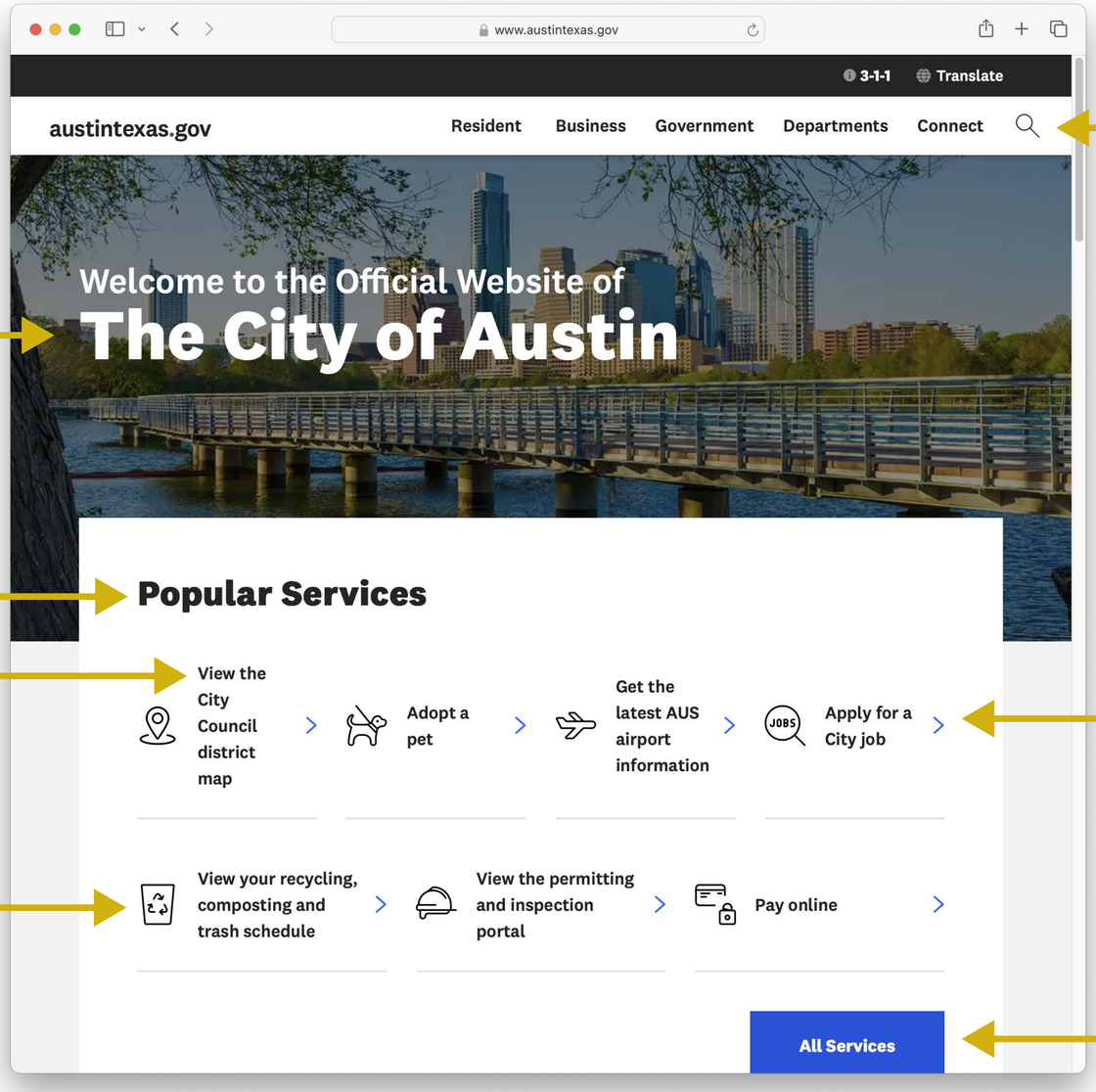
WCAG Accessibility

Did not notice any visible accessibility assistance tools (other than translation service pinned to top nav)



austintexas.gov

Layout & Aesthetics



Responsive top navigation

Clear, legible typographic hierarchy

Content aligns to a consistent grid

Meaningful iconography

Large, high contrast buttons

austintexas.gov

Layout & Aesthetics

Unique favicon

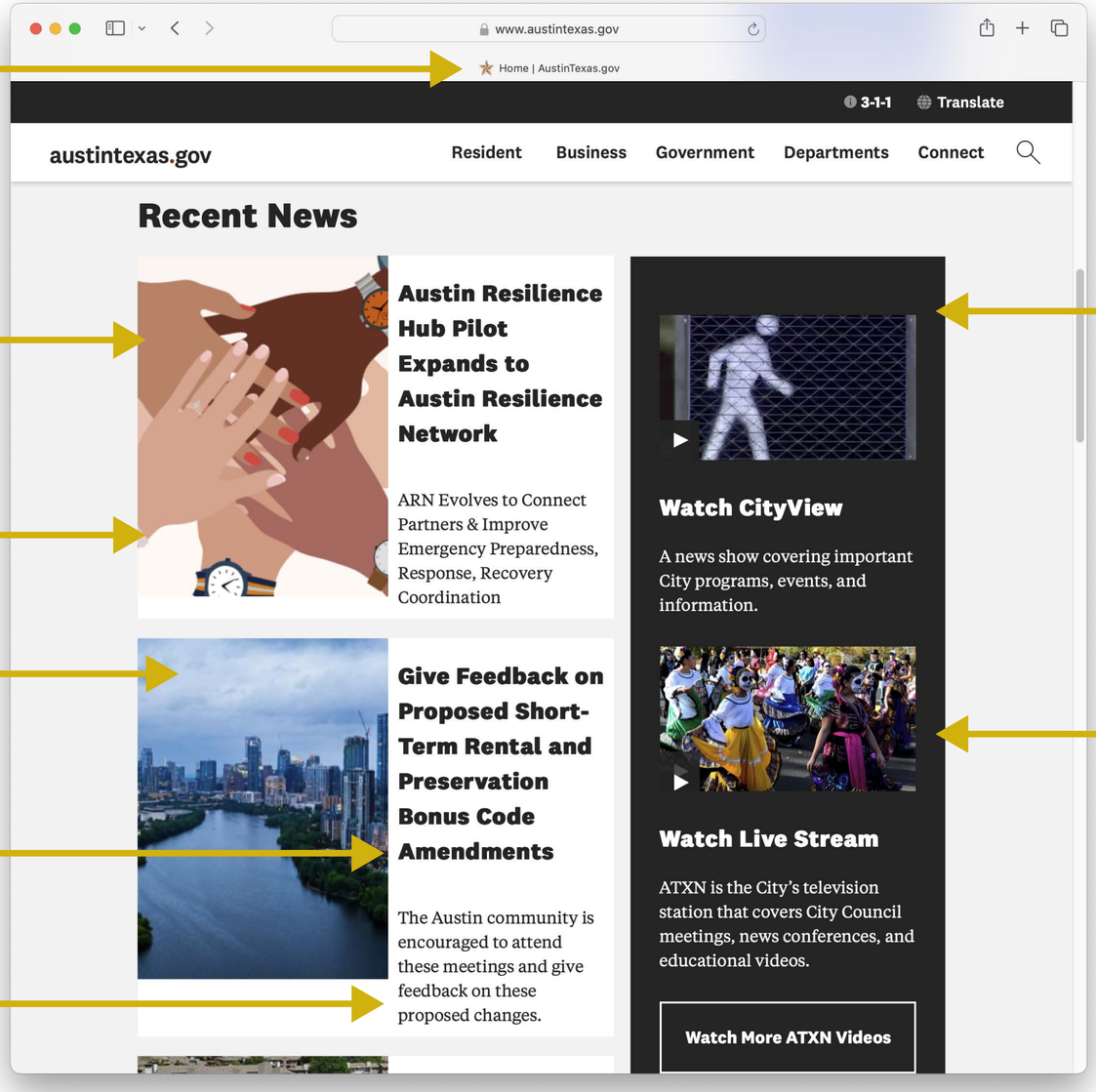
Press release links aligned in column

Use of illustration

Local photography

Consistent sans serif type for headlines

Serif font body copy



High contrast background color in video link column

Embedded video

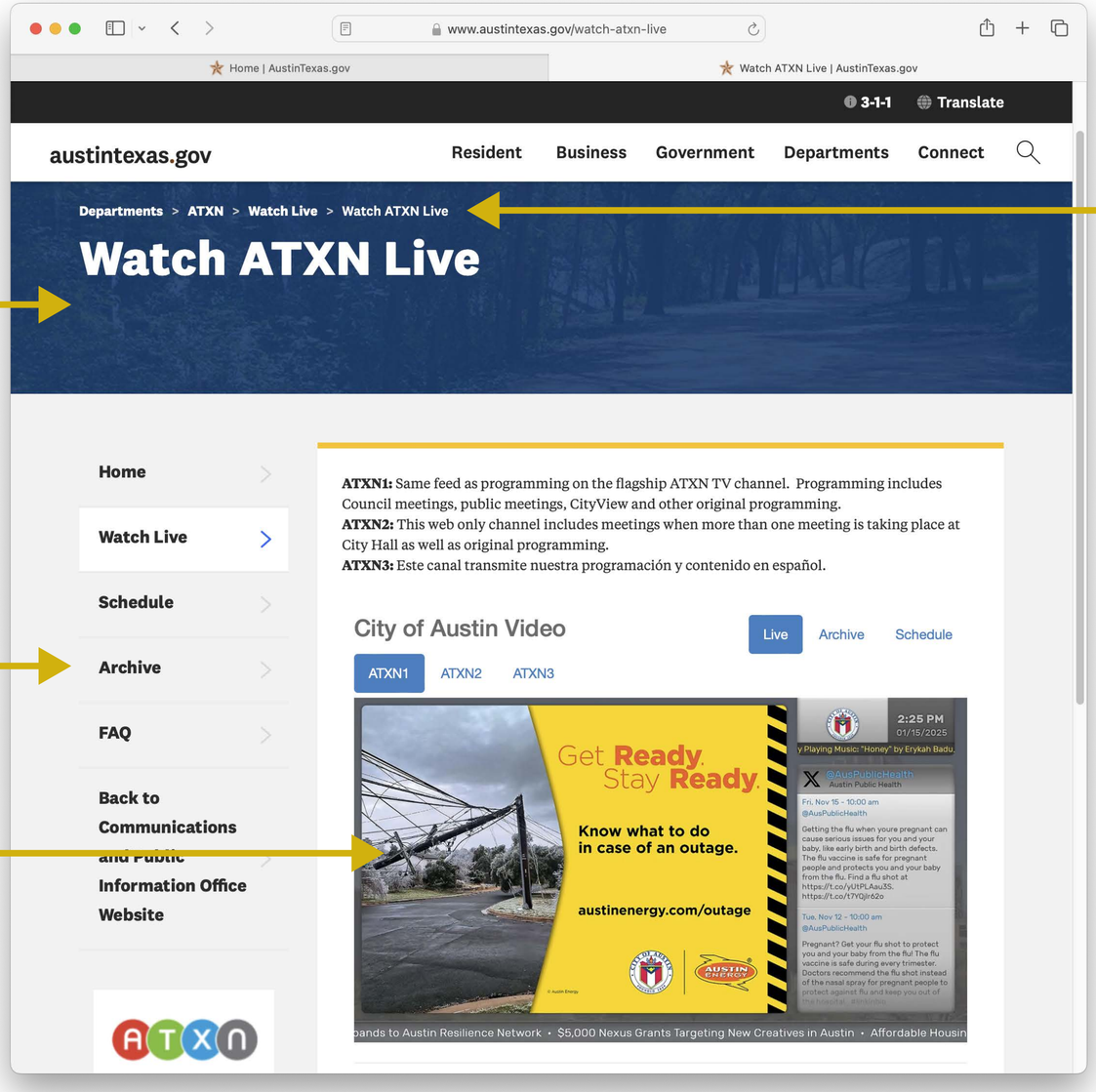
austintexas.gov

Layout & Aesthetics

High contrast header background

Embedded video archives

Embedded 24/7 video livestream



Breadcrumbs

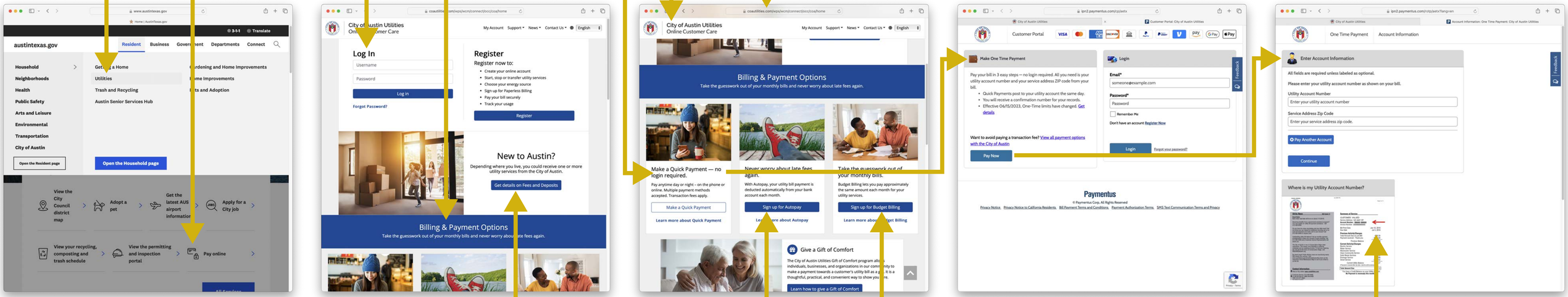
austintexas.gov

User Flow: Utility Payment

Easily navigation

Log In Options

Separate site with consistent branding for user confidence



New user onboarding

Clearly marked autopay & budgeting options

Helpful instructions with visual aids

City of Bentonville, AR

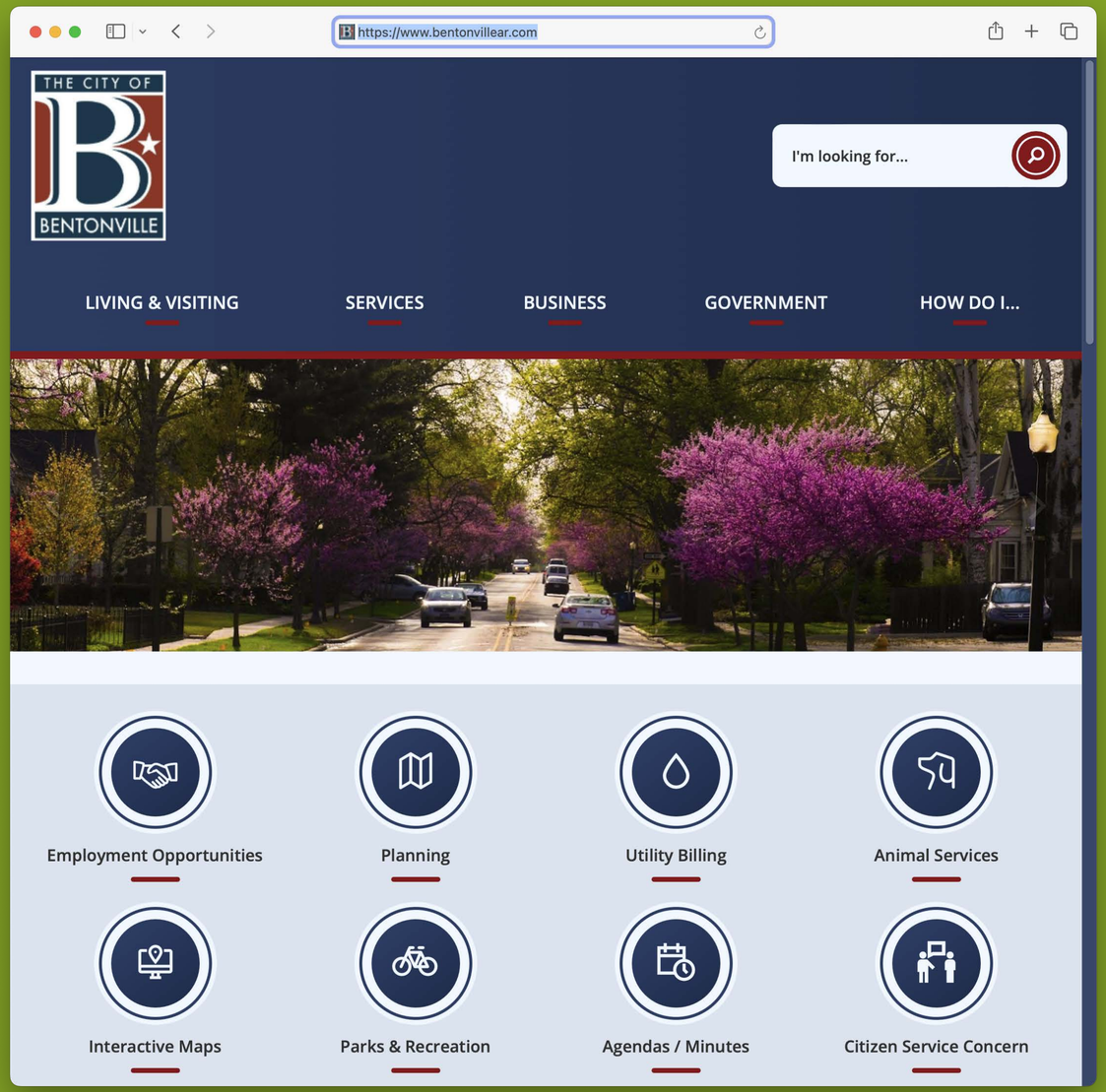
URL: bentonvillear.com

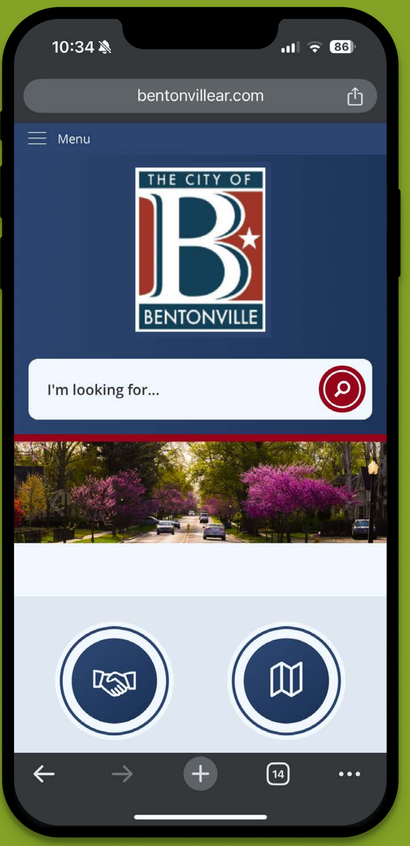
CMS: CivicPlus

SolarWinds Service Desk

Widgets: Apple Whitelist
Make it Fly
Google Font API
Google Tag Manager
COVID-19
US Privacy User
Signal Mechanism
CrUX Dataset
Azure Active Directory
US Non Government Domain

Source: builtwith.com/bentonvillear.com

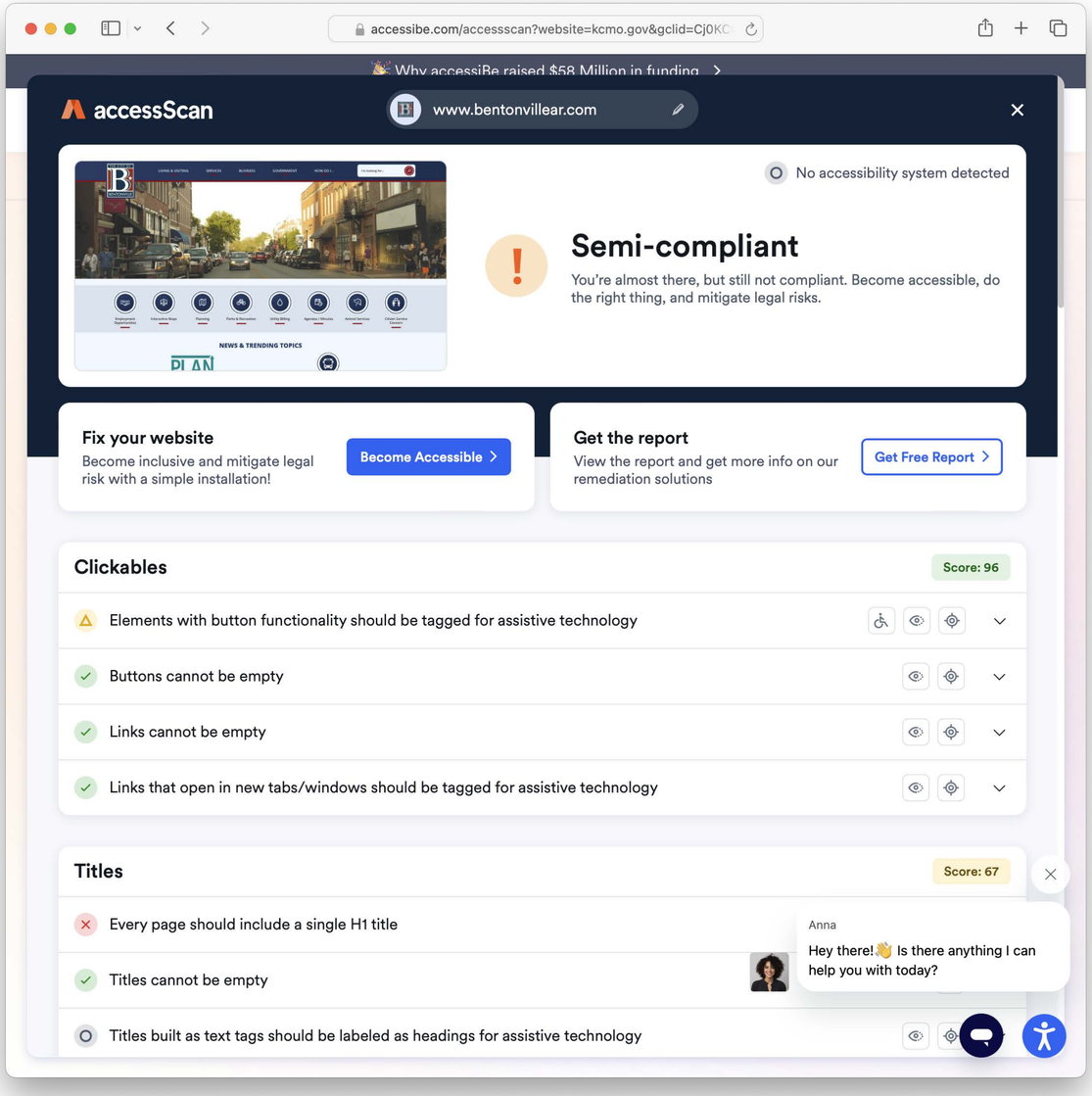




bentonvillear.com

WCAG Accessibility

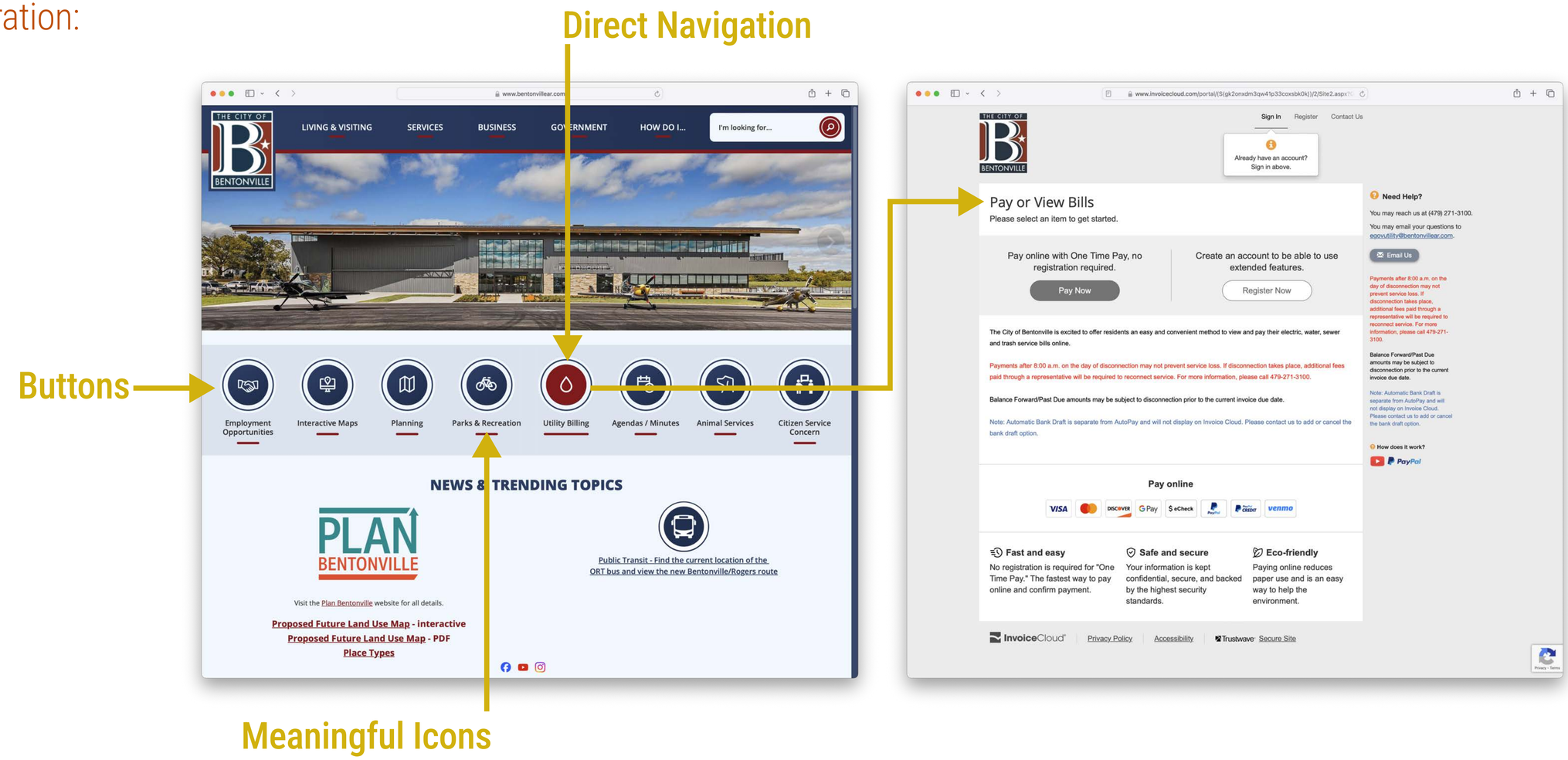
Did not notice any visible accessibility assistance tools



bentonvillear.com

CoJ Department Inspiration:

Finance



bentonvillear.com

CoJ Department Inspiration:

Parks & Recreation

Program / event registration workflow



This workflow has excessive clicks, race schedule not updated automatically, and pages could be consolidated

City of Columbia, MO

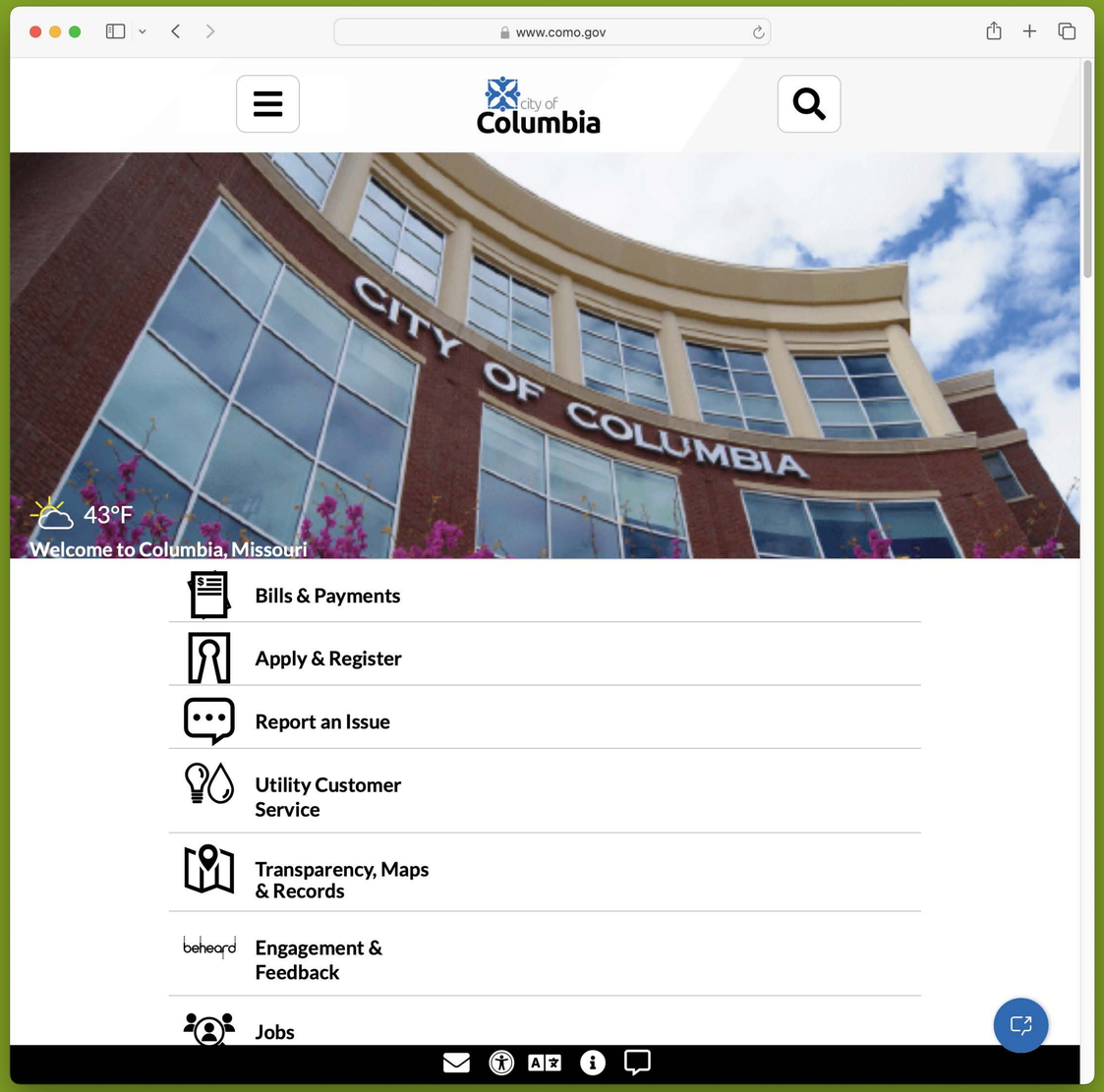
URL: como.gov

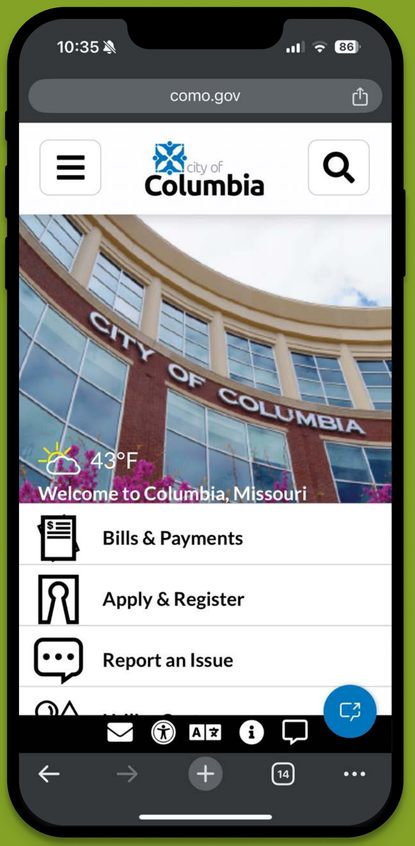
CMS: WordPress

Widgets:

- Max Mega Menu Pro
- Gtranslate for Wordpress
- Yoast Plugins
- Font Awesome
- Twitter Timeline Wordpress Plugins
- Google Font API
- Sitelinks Search Box
- COVID-19
- Google Translate Widget
- Google Tag Manager
- Elementor
- reCAPTCHA
- Elementor Custom Skin
- Max Mega Menu
- Sticky Header Effects for Elementor
- Premium Addons for Elementor
- US Privacy User Signal Mechanism
- CrUX Dataset
- Offical US Government Domain
- Cloudflare Radar
- WP Super Cache
- Constant Contact Wordpress Forms

Source: https://builtwith.com/como.gov

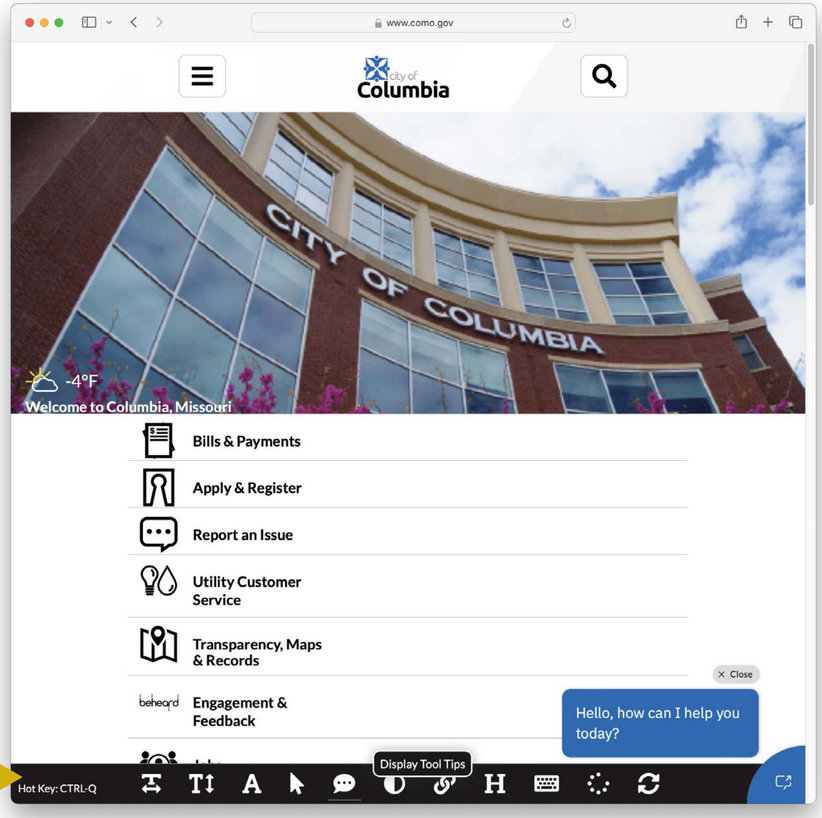


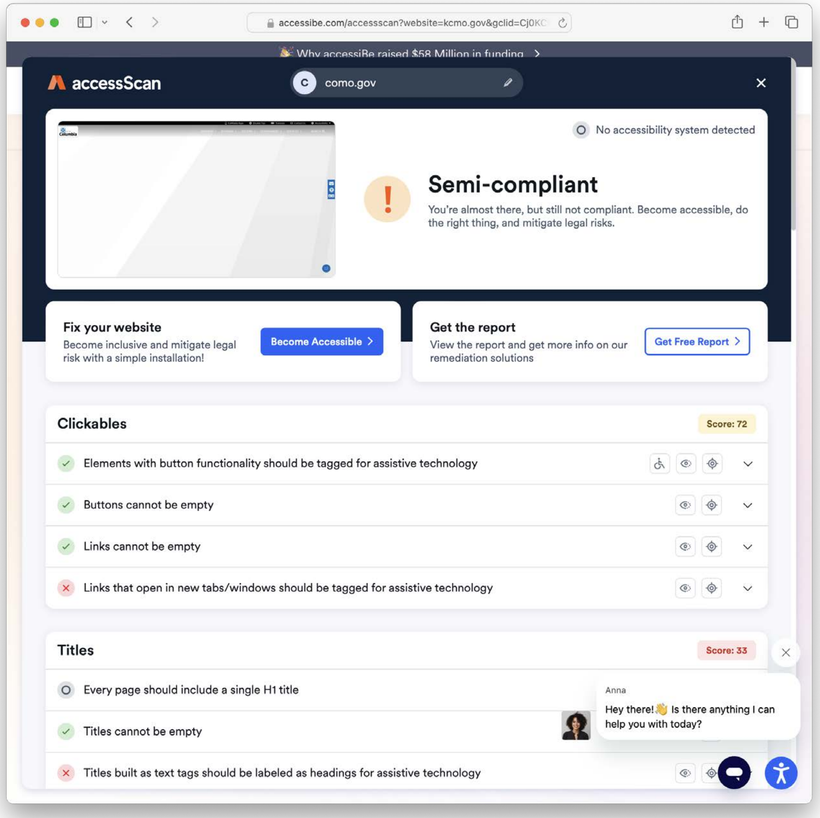


como.gov

WCAG Accessibility

Accessibility assistance tool pinned to bottom of each page

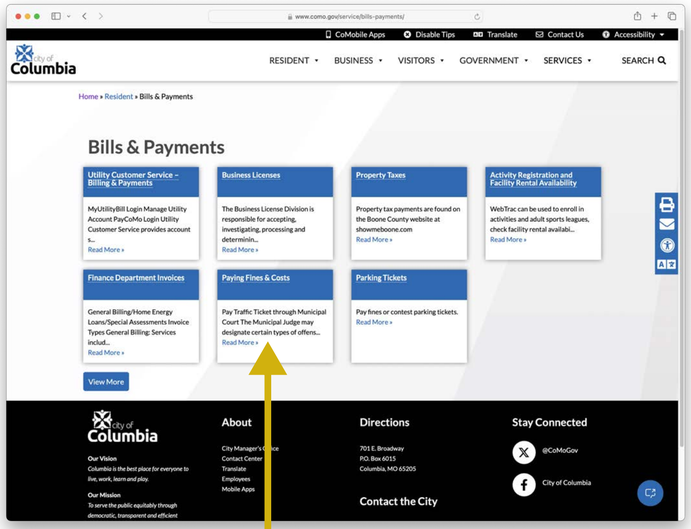




como.gov

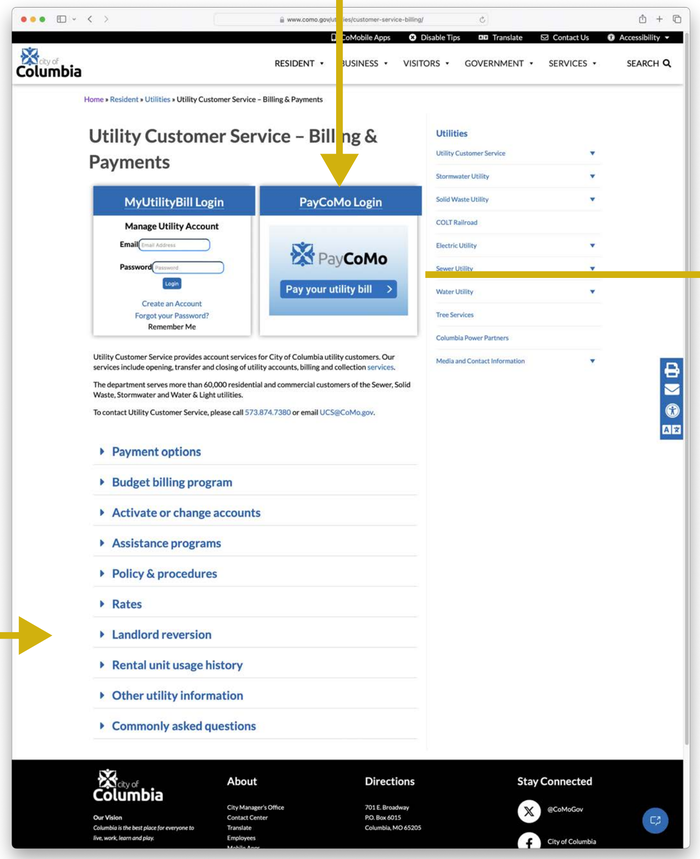
CoJ Department Inspiration:

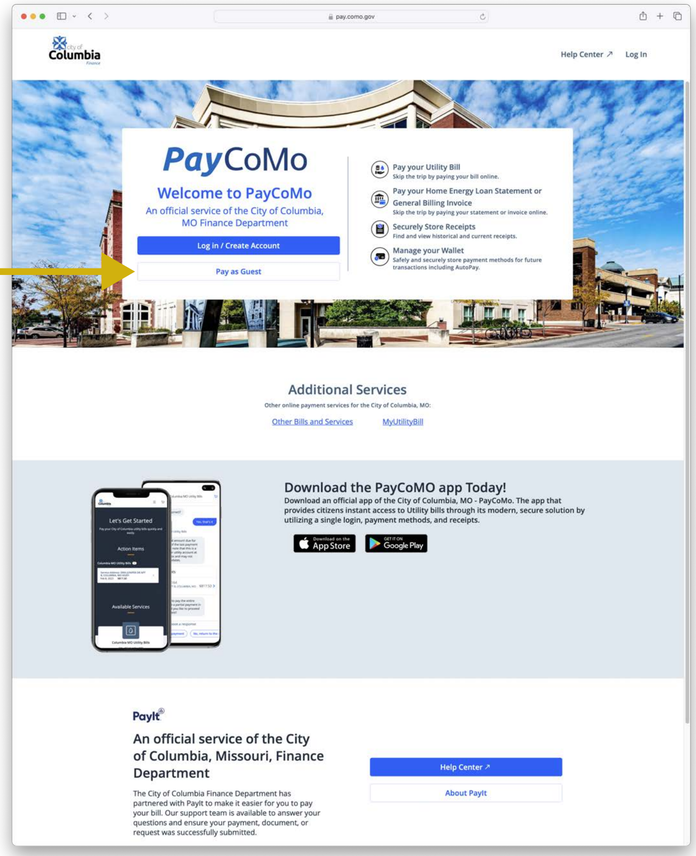
Finance



Page Layout / Information Organization

User Flow



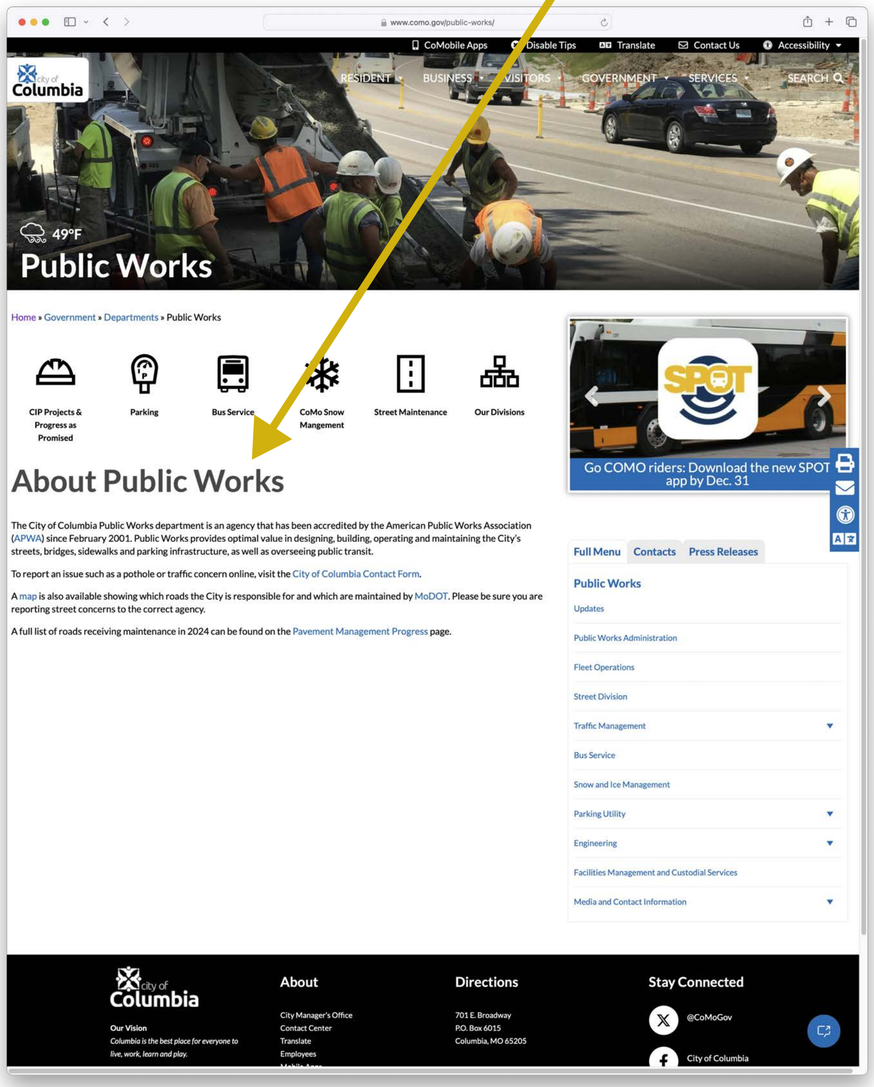


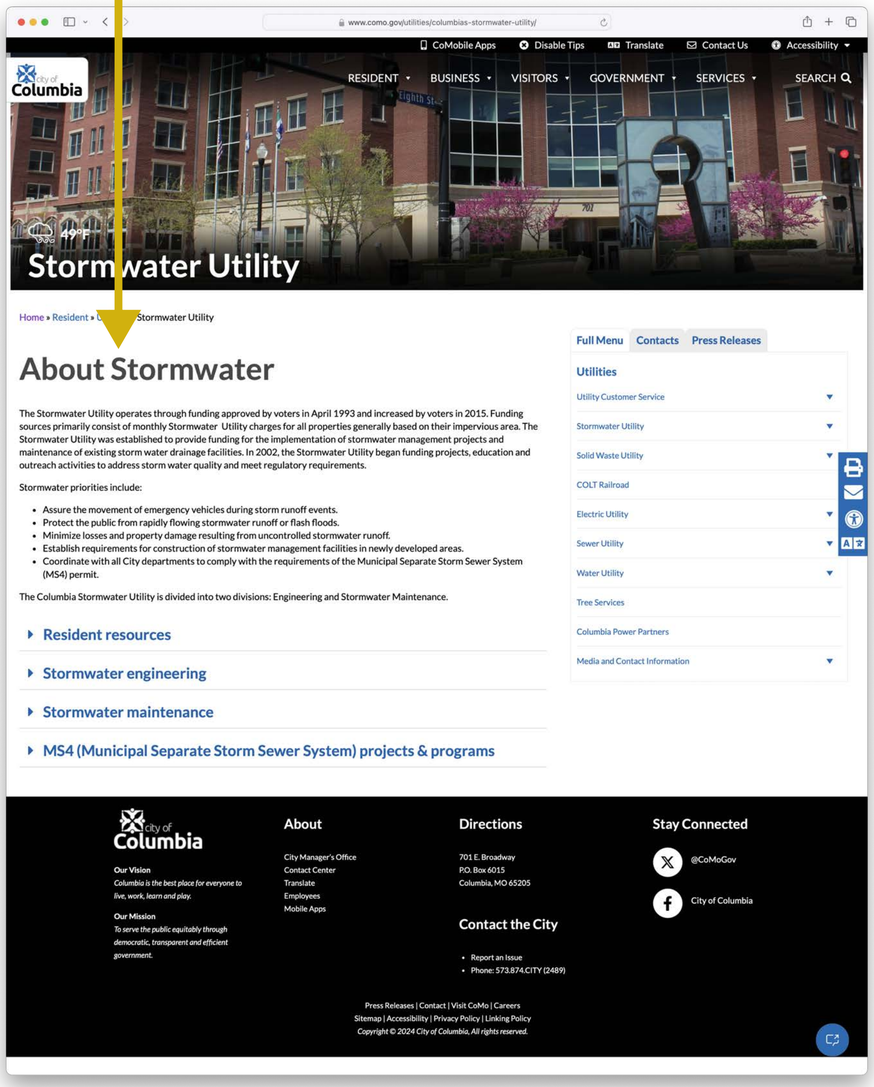
como.gov

CoJ Department Inspiration:

Public Works

Page Layout / Information Organization





City of Kansas City, MO

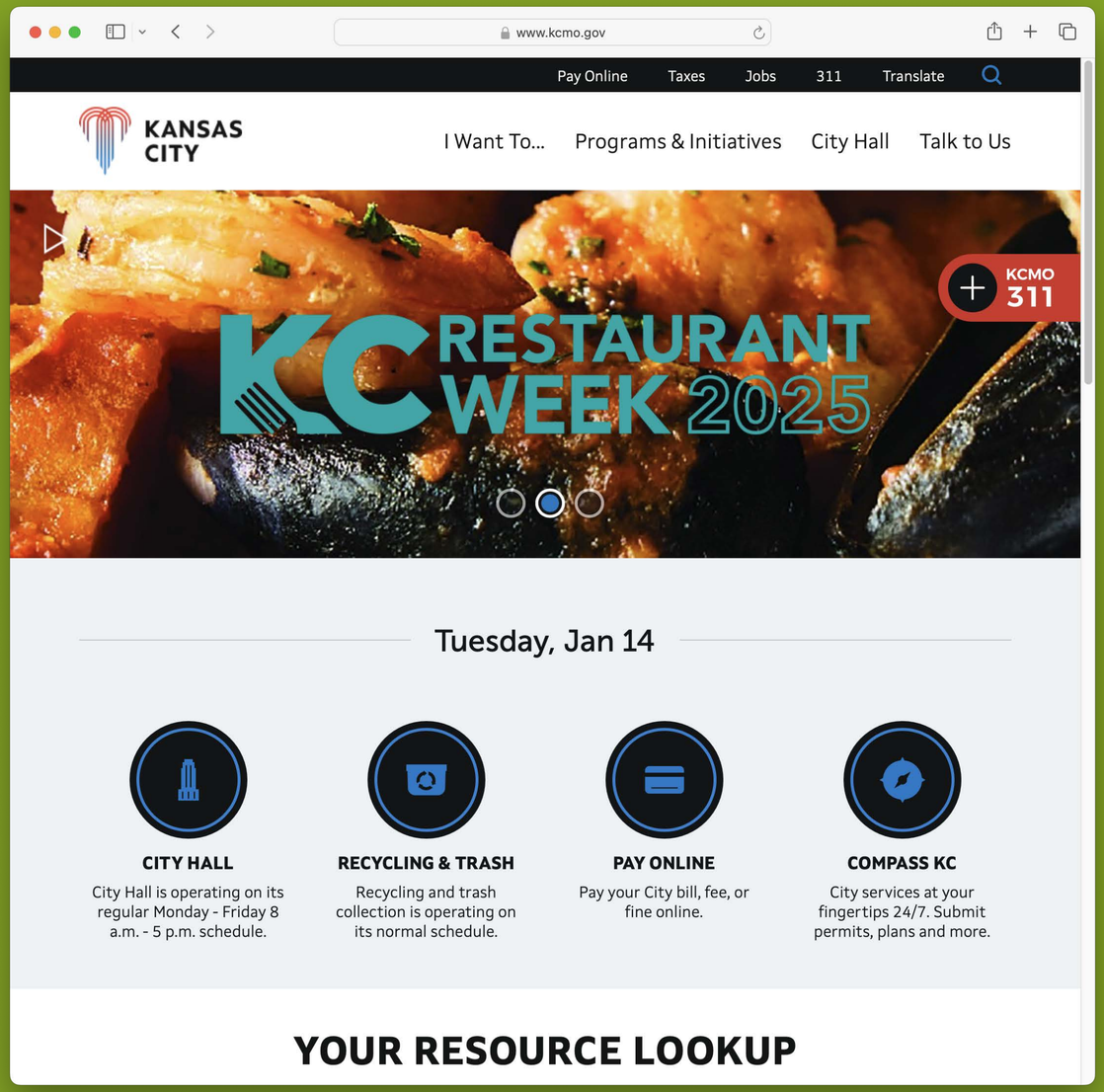
URL: kcmo.gov

CMS: Granicus Vision

Widgets:

Apple Whitelist	US Privacy User
Zoom Video Conferencing	Signal Mechanism
AddThis	CrUX Dataset
Typekit	Offical US Government Domain
Google Translate Widget	Cloudflare Radar
COVID-19	Facebook Sharer
Google Tag Manager	Reddit
	Stumbleupon

Source: builtwith.com/kcmo.gov



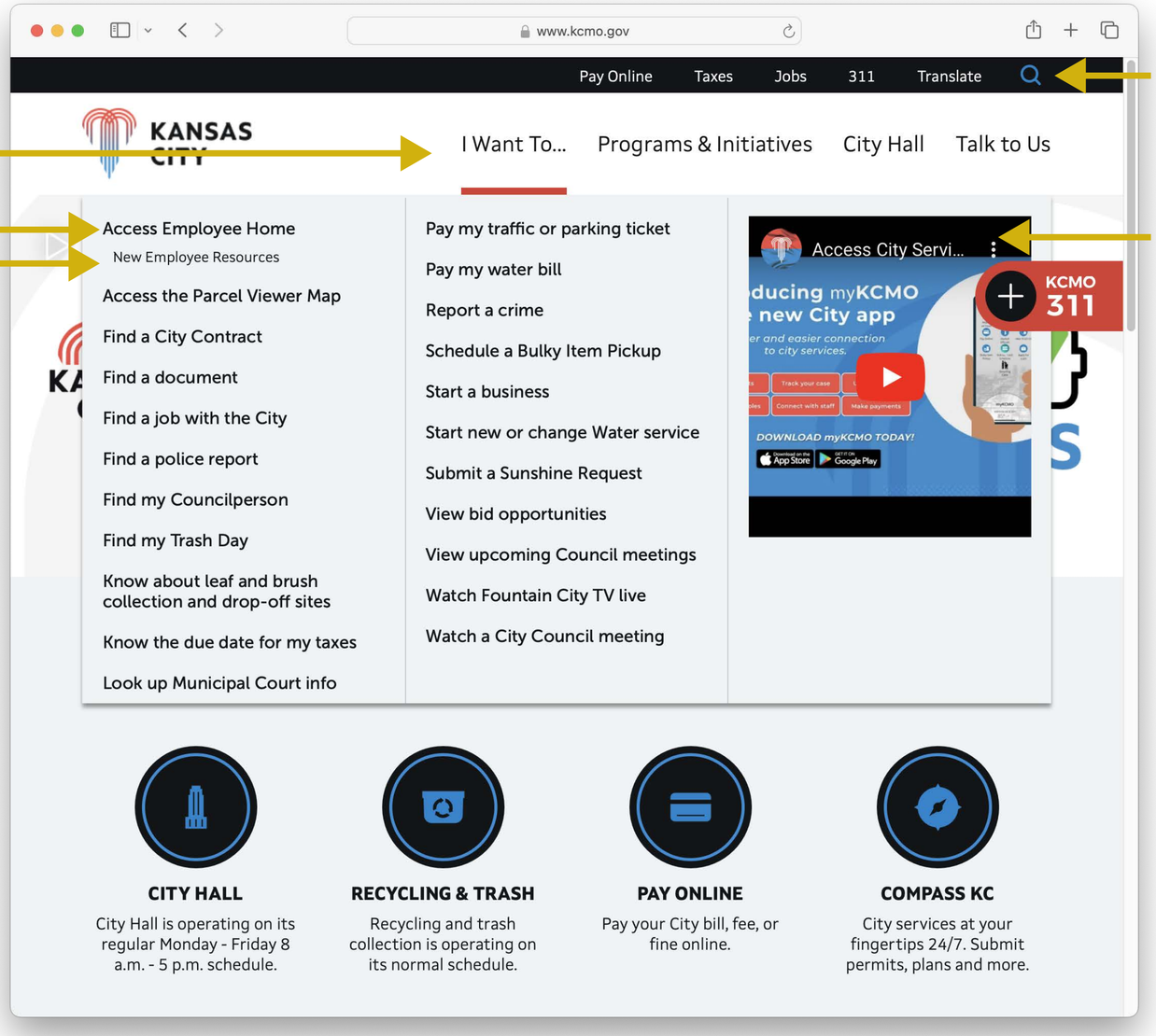


kcmo.gov

navigation

Top nav broken into 4 high level categories

2nd and 3rd level categories revealed on click

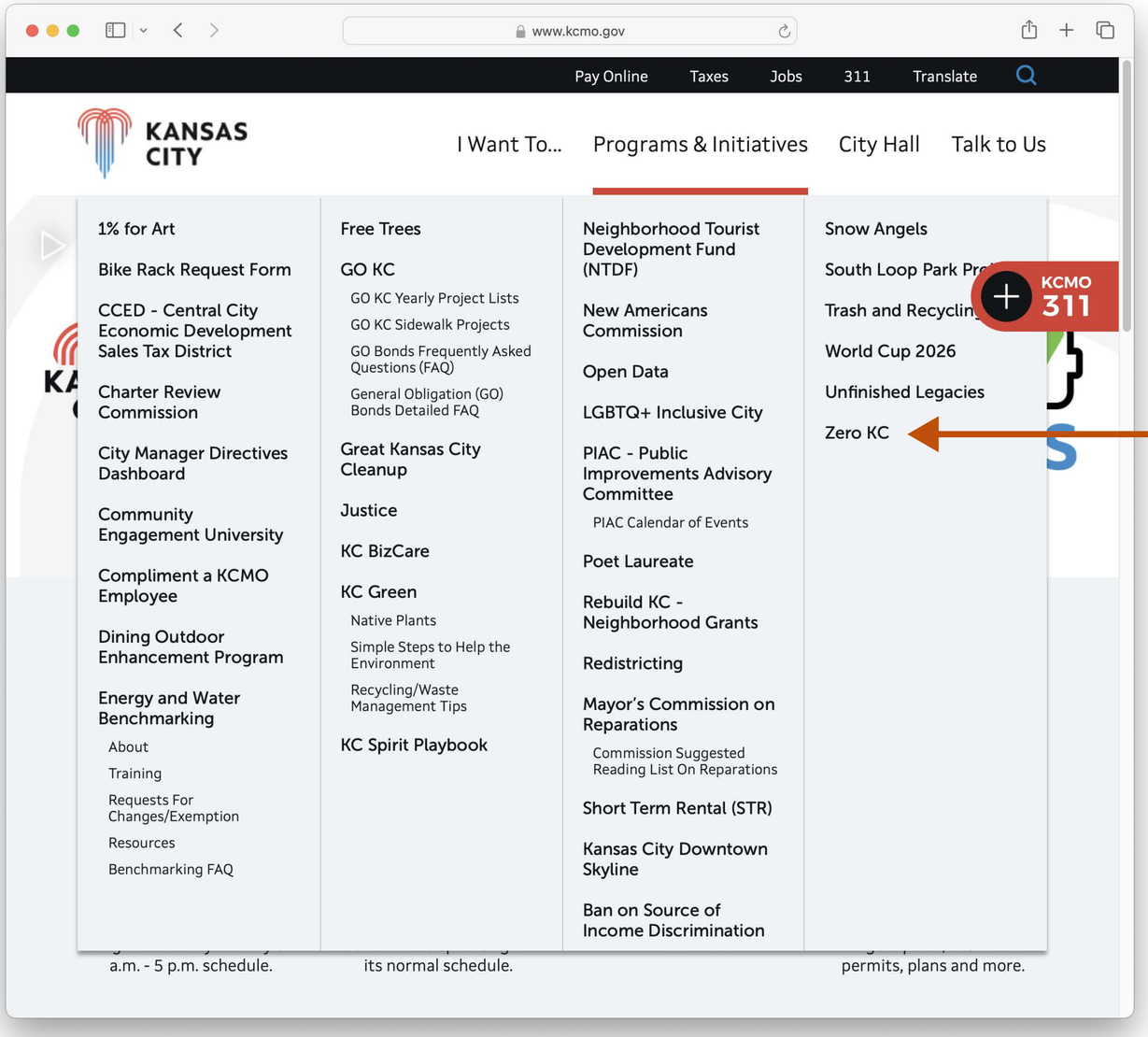


Most used links & search pinned above top nav

Video promoting mobile app built into navigation

kcmo.gov

navigation

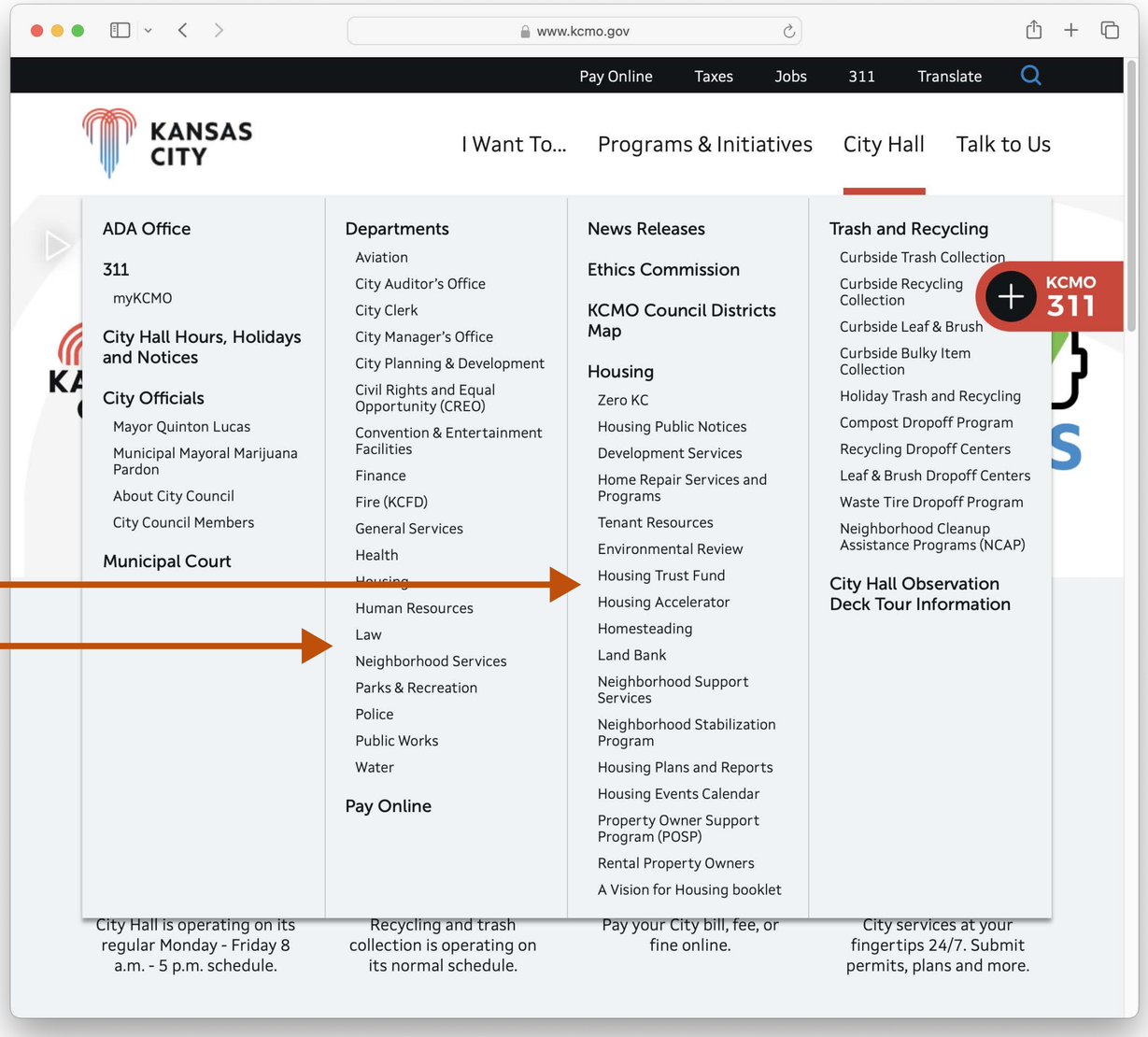


Labeling for some 2nd level categories is unclear to users unfamiliar with programs

kcmo.gov

navigation

Comprehensive list of City Hall services makes conventional browser navigation very long



kcmo.gov

navigation



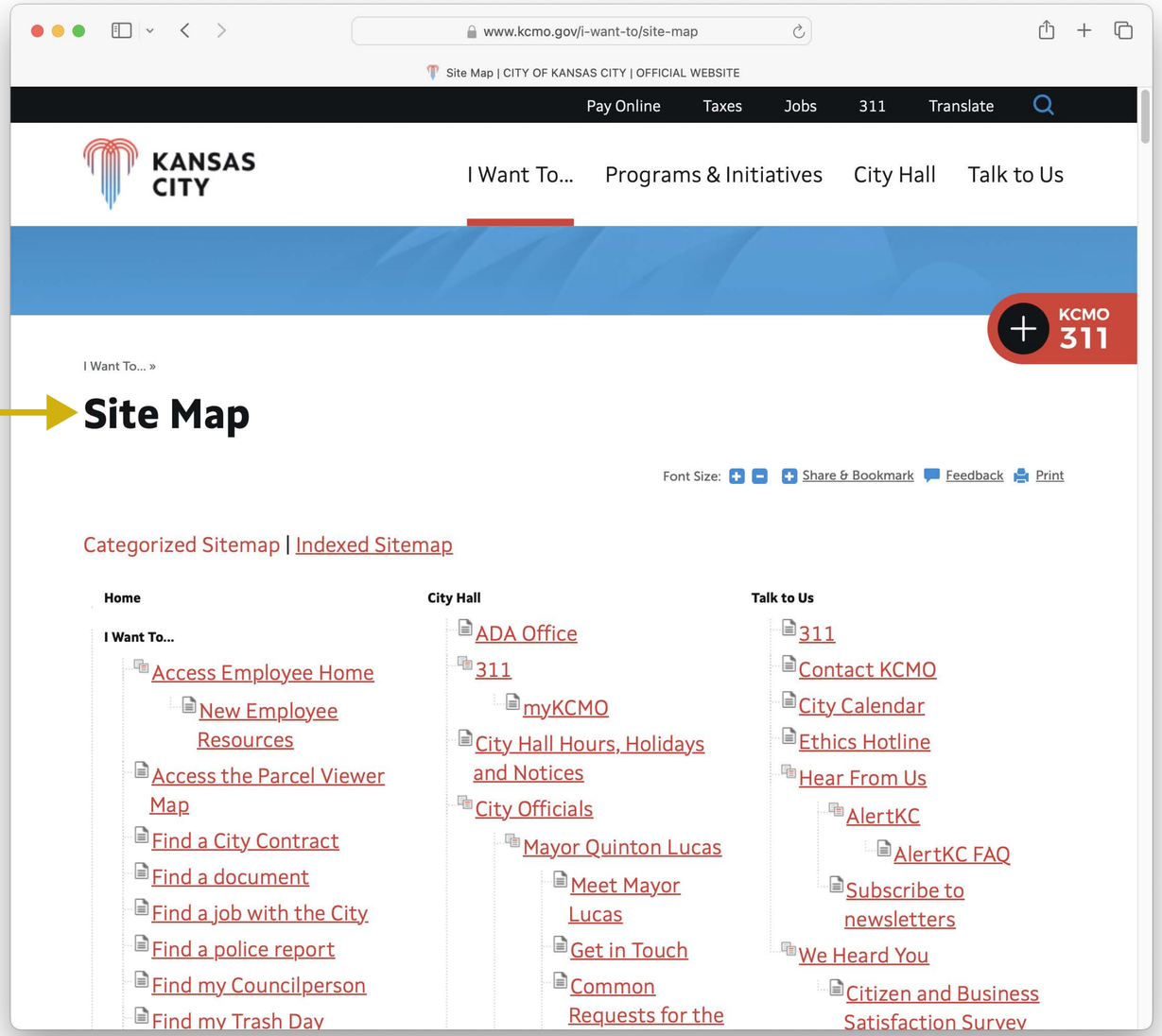
Top nav invites user connection and feedback

311 tab can cover top nav content when browser width is narrow

kcmo.gov

navigation

Link to functioning site map included in footer



kcmo.gov

mobile navigation

Responsive top nav menu for mobile

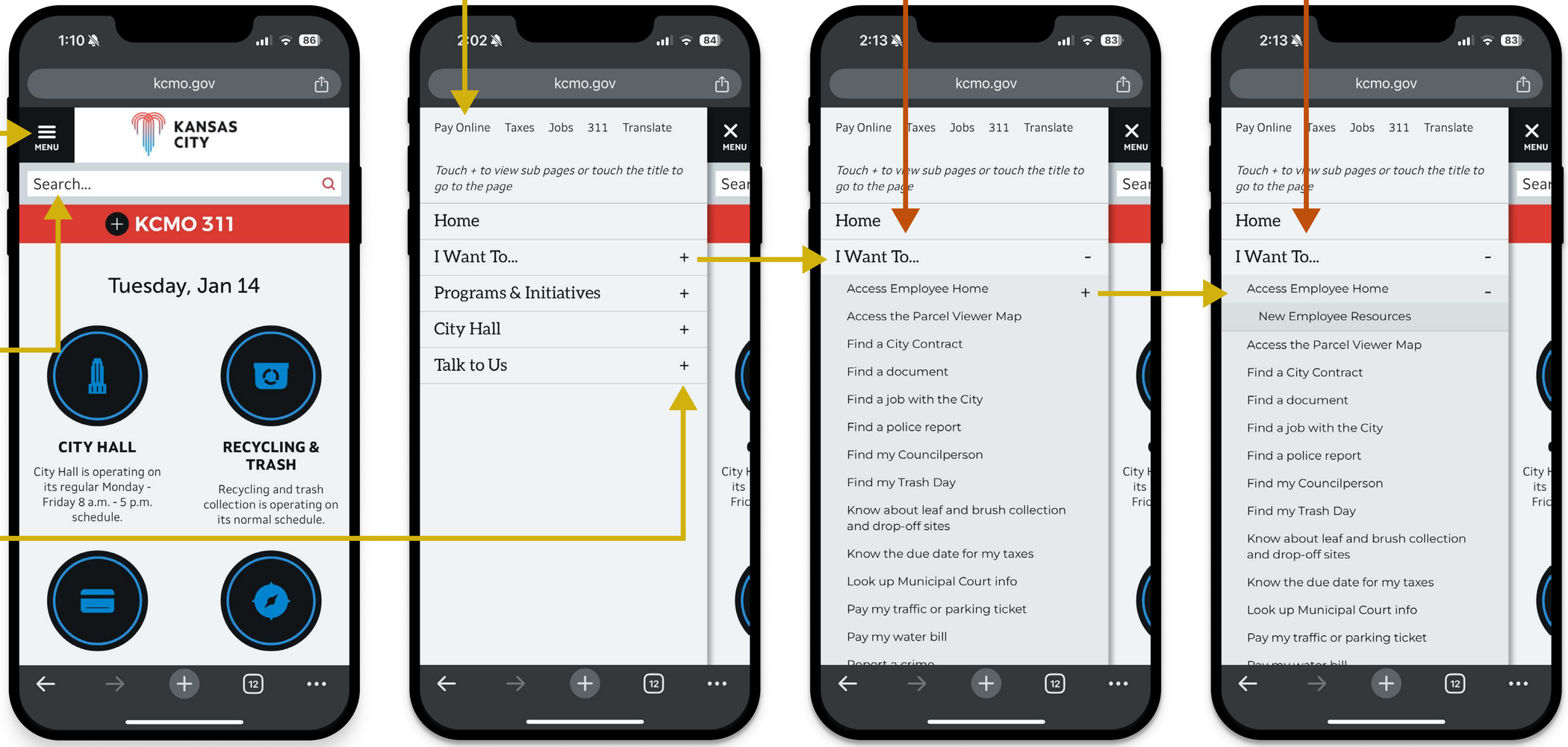
Search bar pinned to top of mobile pages

Collapsable accordion for 2nd & 3rd level navigation

Most used links & search pinned above top nav

2nd & 3rd level navigation options are very long

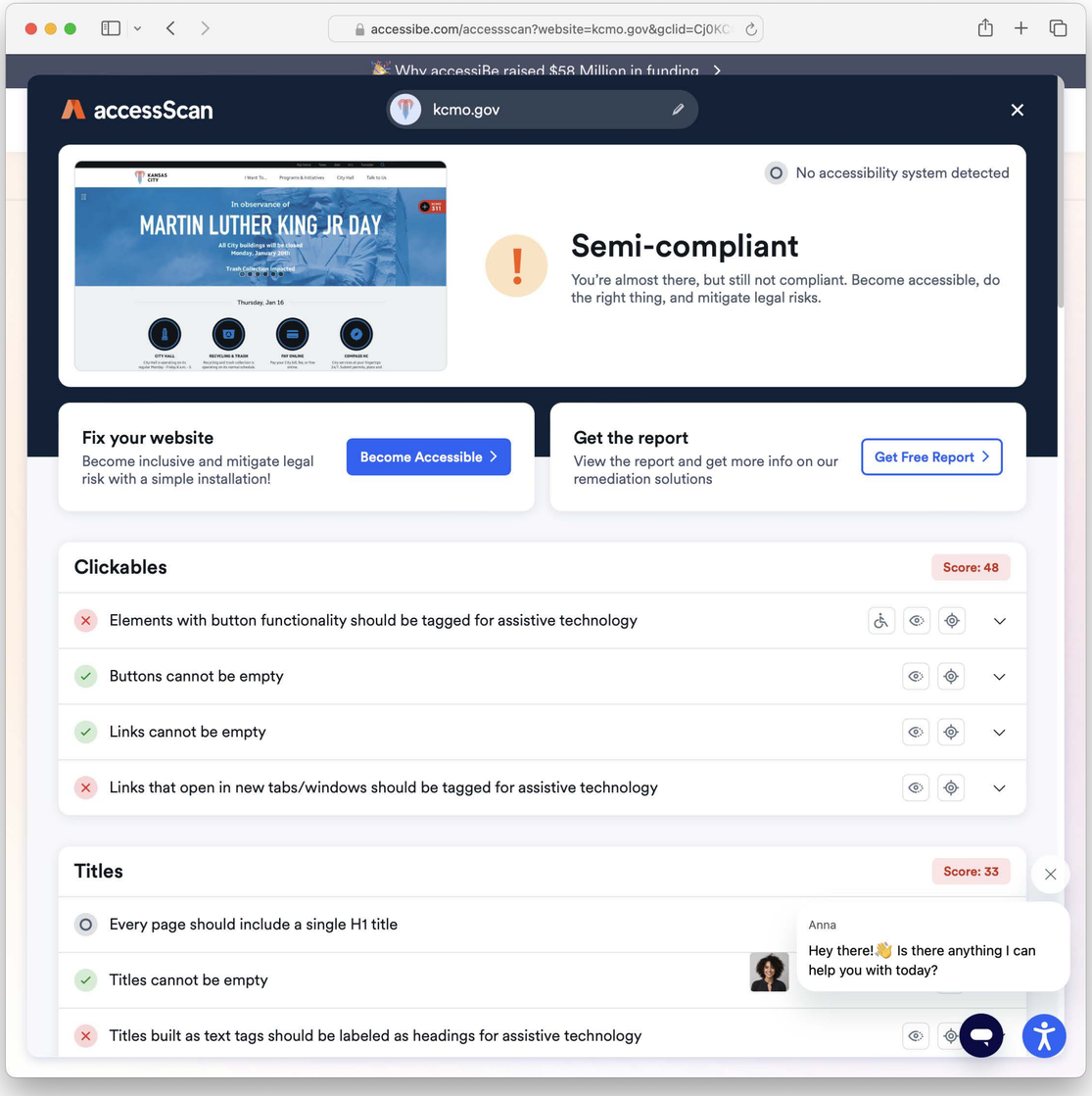
Smaller touch target size on smaller screens



kcmo.gov

WCAG Accessibility

Did not notice any visible accessibility assistance tools



kcmo.gov

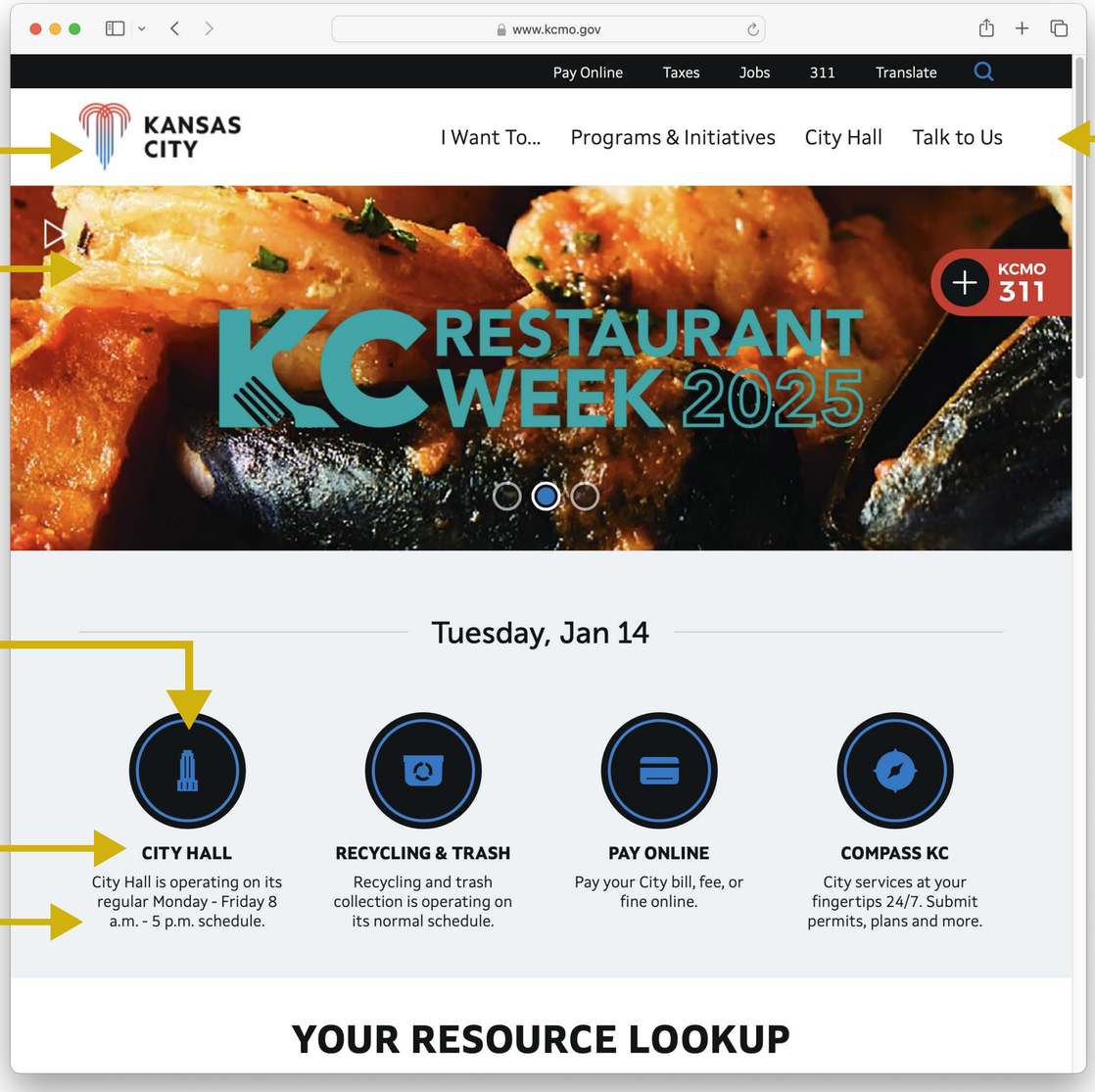
Layout & Aesthetics

Use of City logo

Attractive photography

Unique meaningful iconography

Clear, legible typographic hierarchy



Responsive top navigation

kcmo.gov

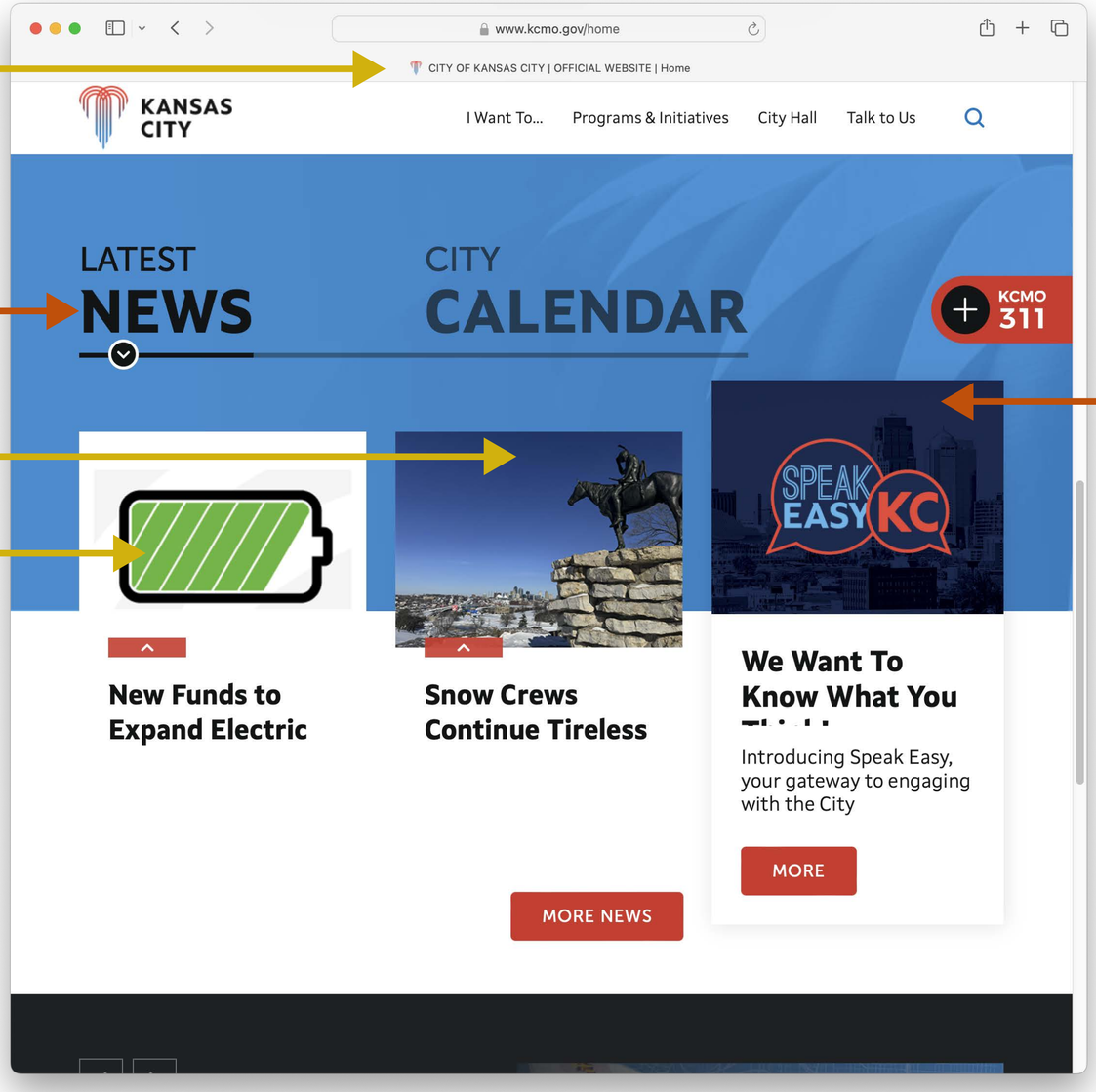
Layout & Aesthetics

Unique favicon

Low contrast color palette

Local photography

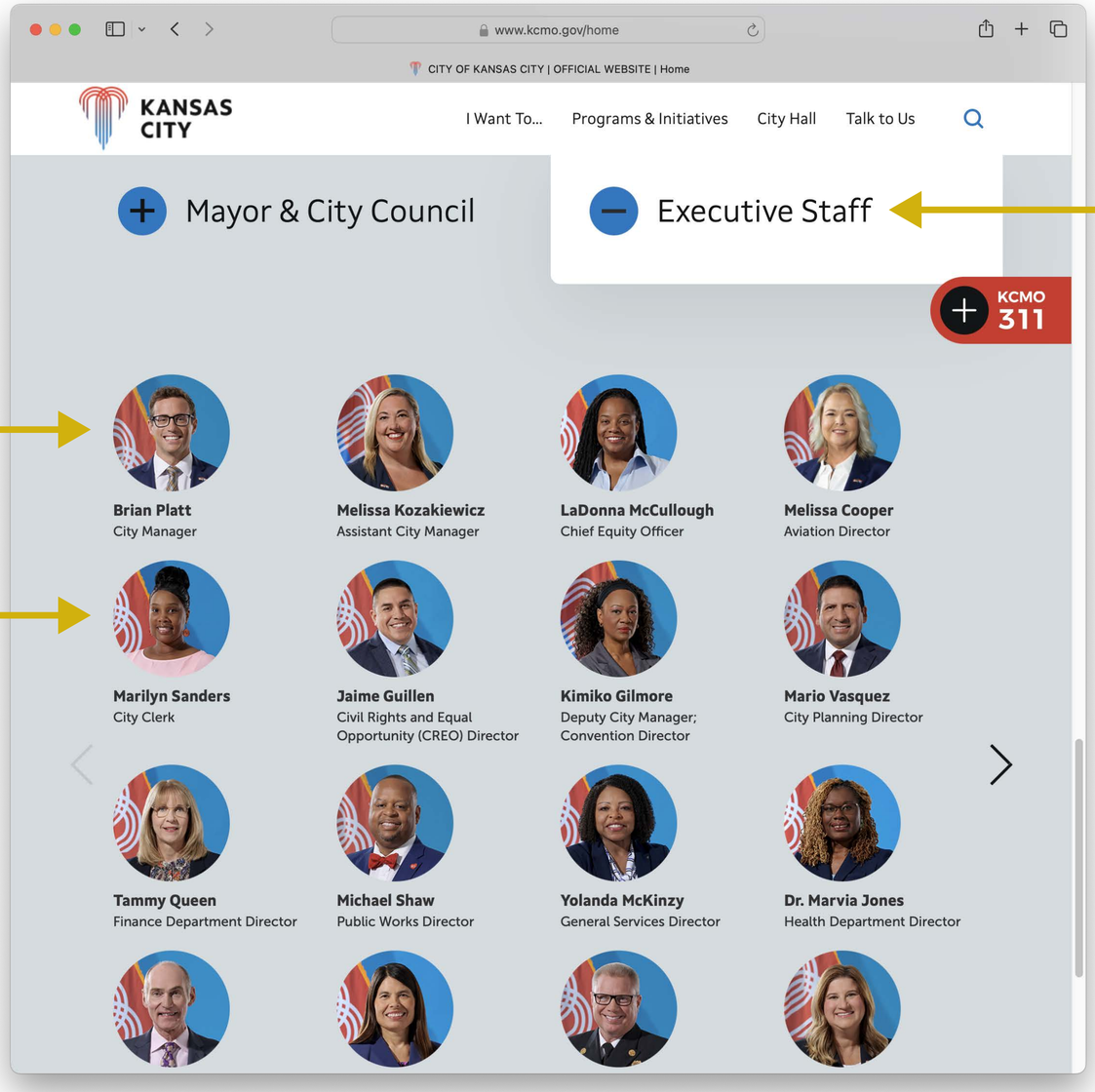
Use of illustration



Content not aligning to grid

kcmo.gov

Layout & Aesthetics



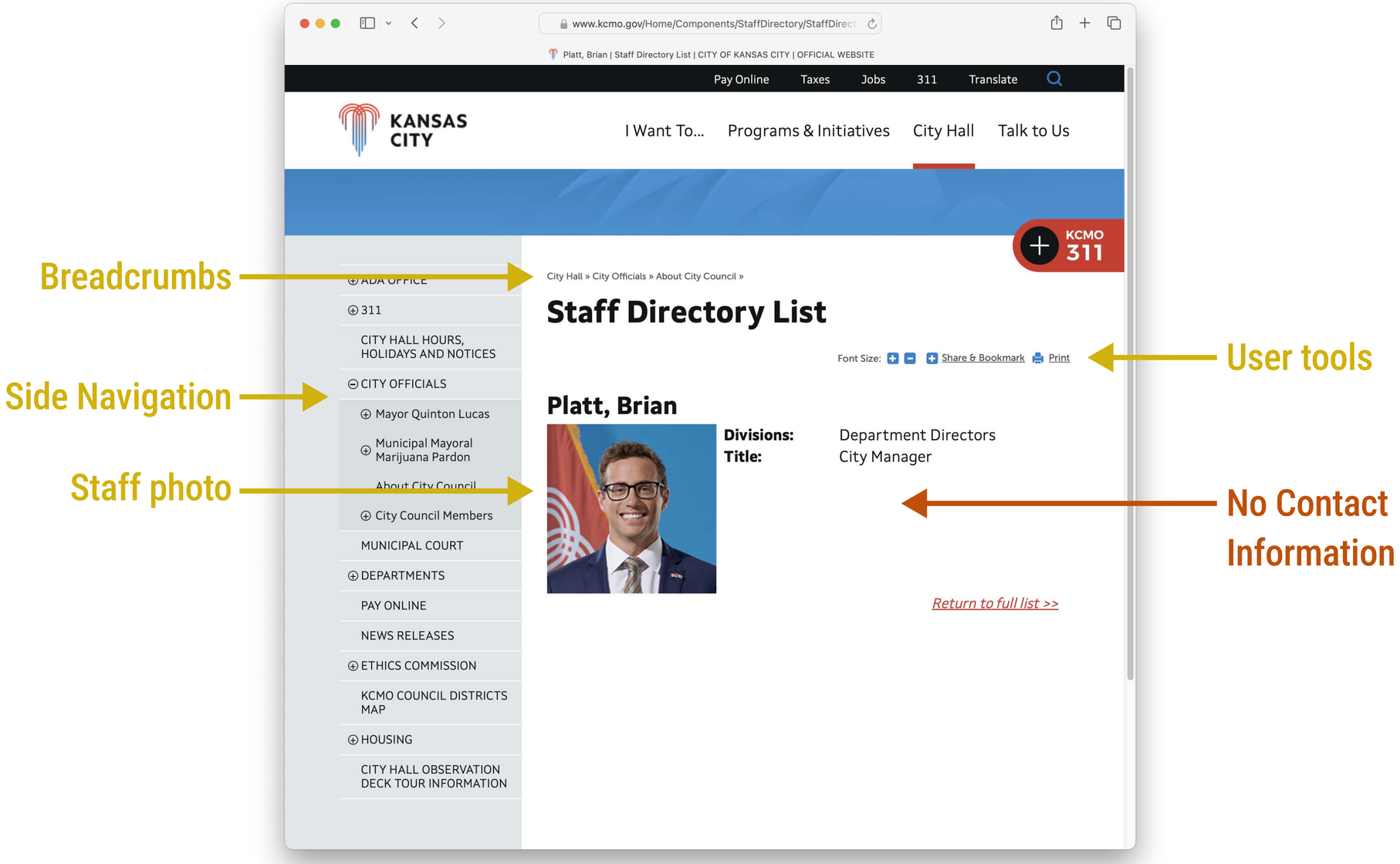
Collapsable accordion

Department head staff directory

Consistent headshot photography

kcmo.gov

Layout & Aesthetics



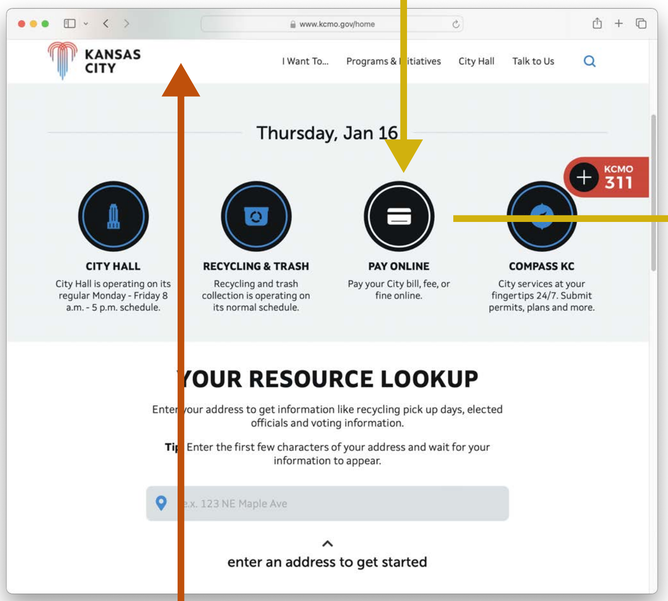
kcmo.gov

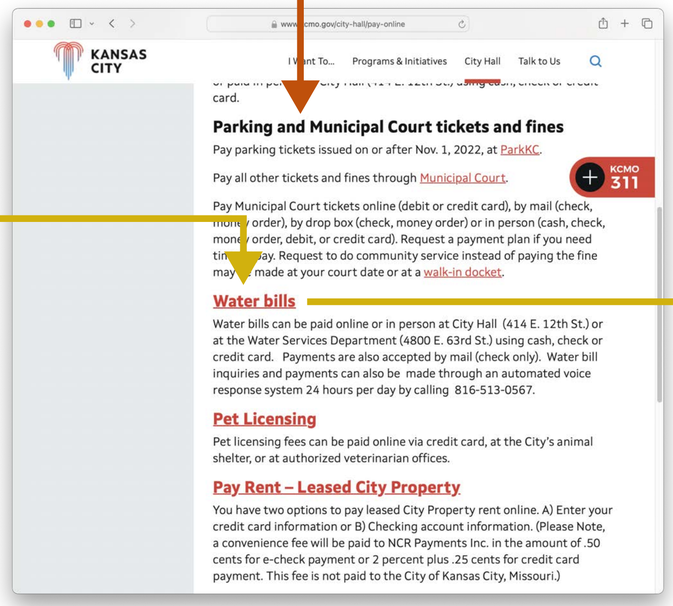
User flow: Utility Payment

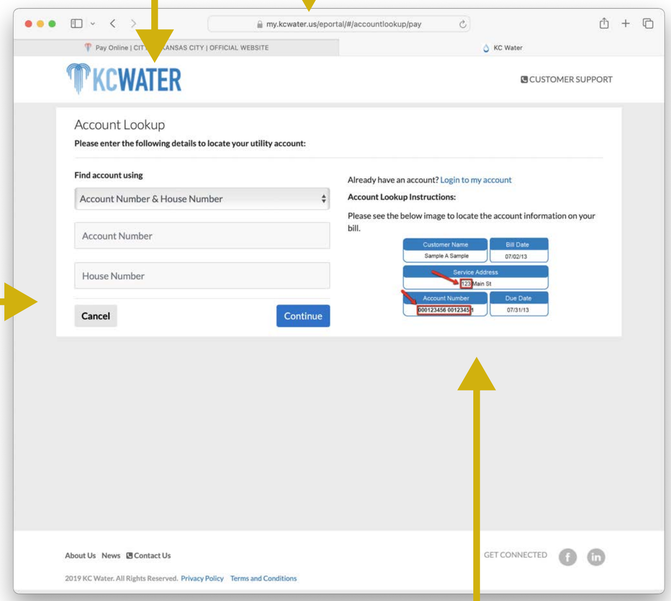
Easily navigation

Page loads large text block of all payment types

Separate site with consistent branding for user confidence







Frequent links disappear from top nav on scroll

Helpful instructions with visual aids

City of Los Angeles, CA

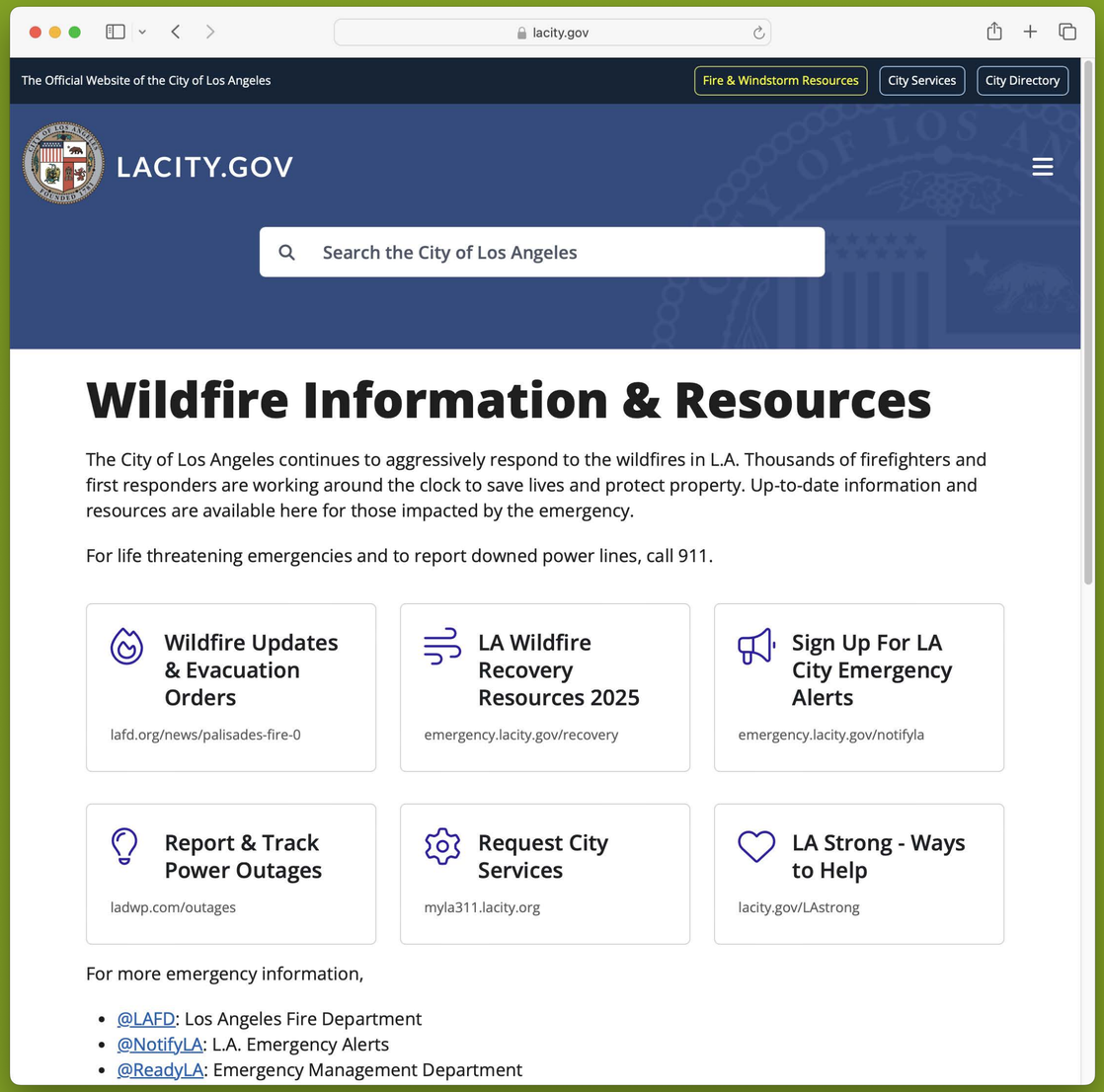
URL: lacity.gov

CMS: Drupal

Widgets:

- UserWay
- GTranslate.io
- Twitter Timeline
- COVID-19
- Google Custom Search
- Google Font API
- Google Tag Manager
- Font Awesome
- Google Translate Widget
- CKEditor
- US Privacy User Signal Mechanism
- CrUX Dataset
- Offical US Government Domain
- Cloudflare Radar
- Unsplash

Source: builtwith.com/lacity.gov



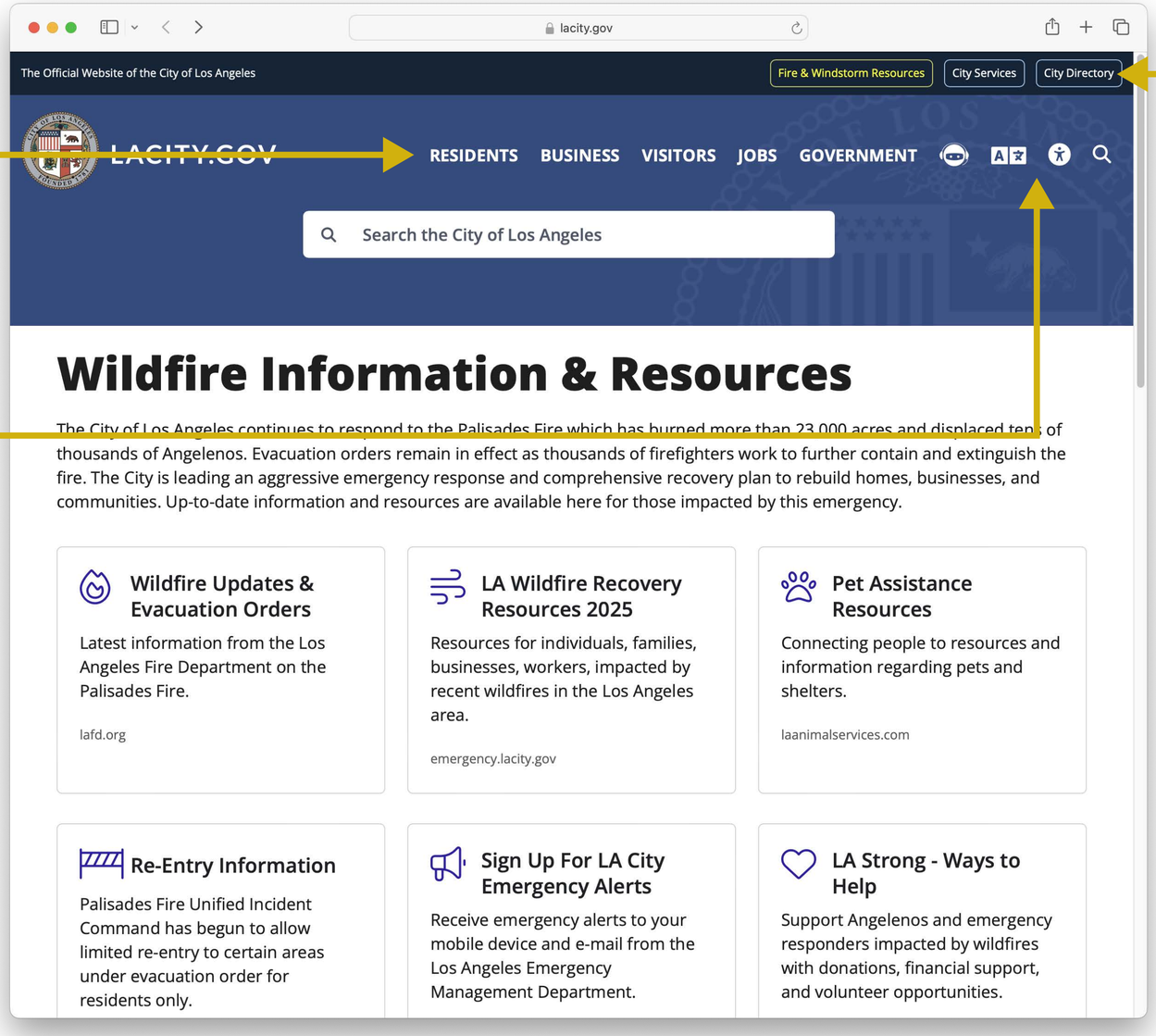


lacity.gov

navigation

Top nav broken into 5 high level categories going directly to pages. No drop down menus.

AI Chat bot, translation, accessibility tools, and search built into top nav

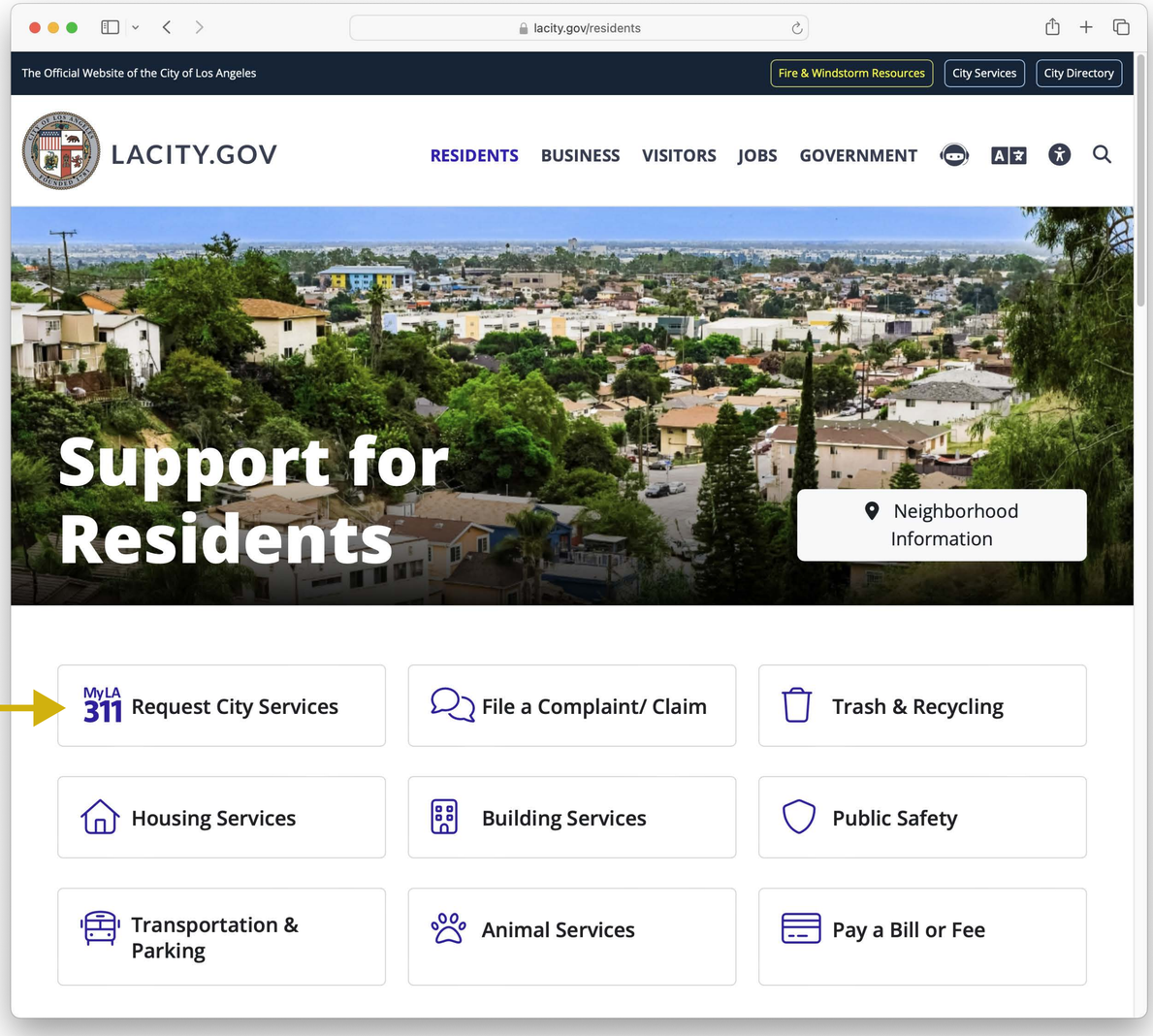


Services / Directory / Natural Disaster Response pinned to top of page

lacity.gov

navigation

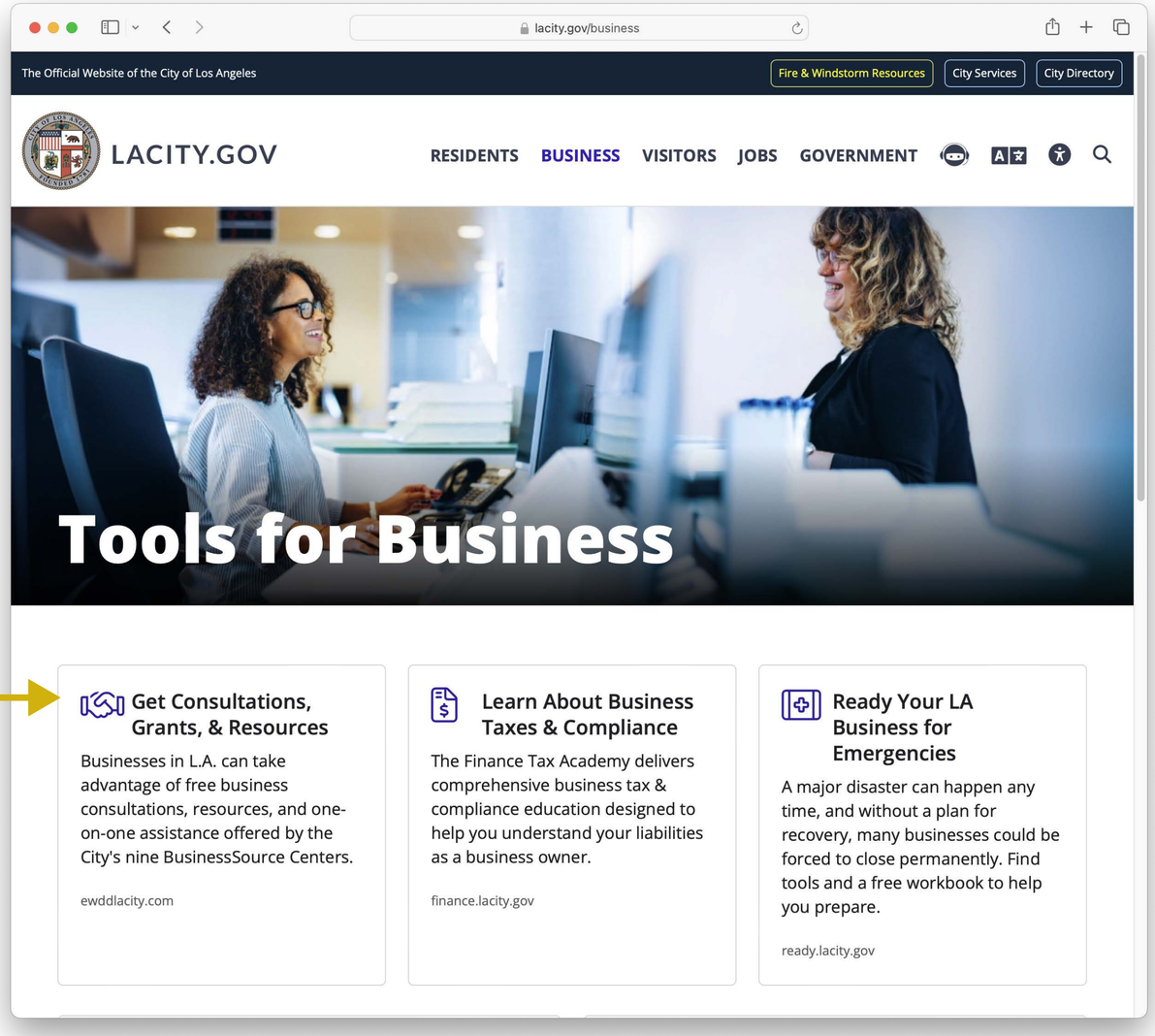
Grid of relevant residential information



lacity.gov

navigation

Grid of relevant business information



lacity.gov

navigation

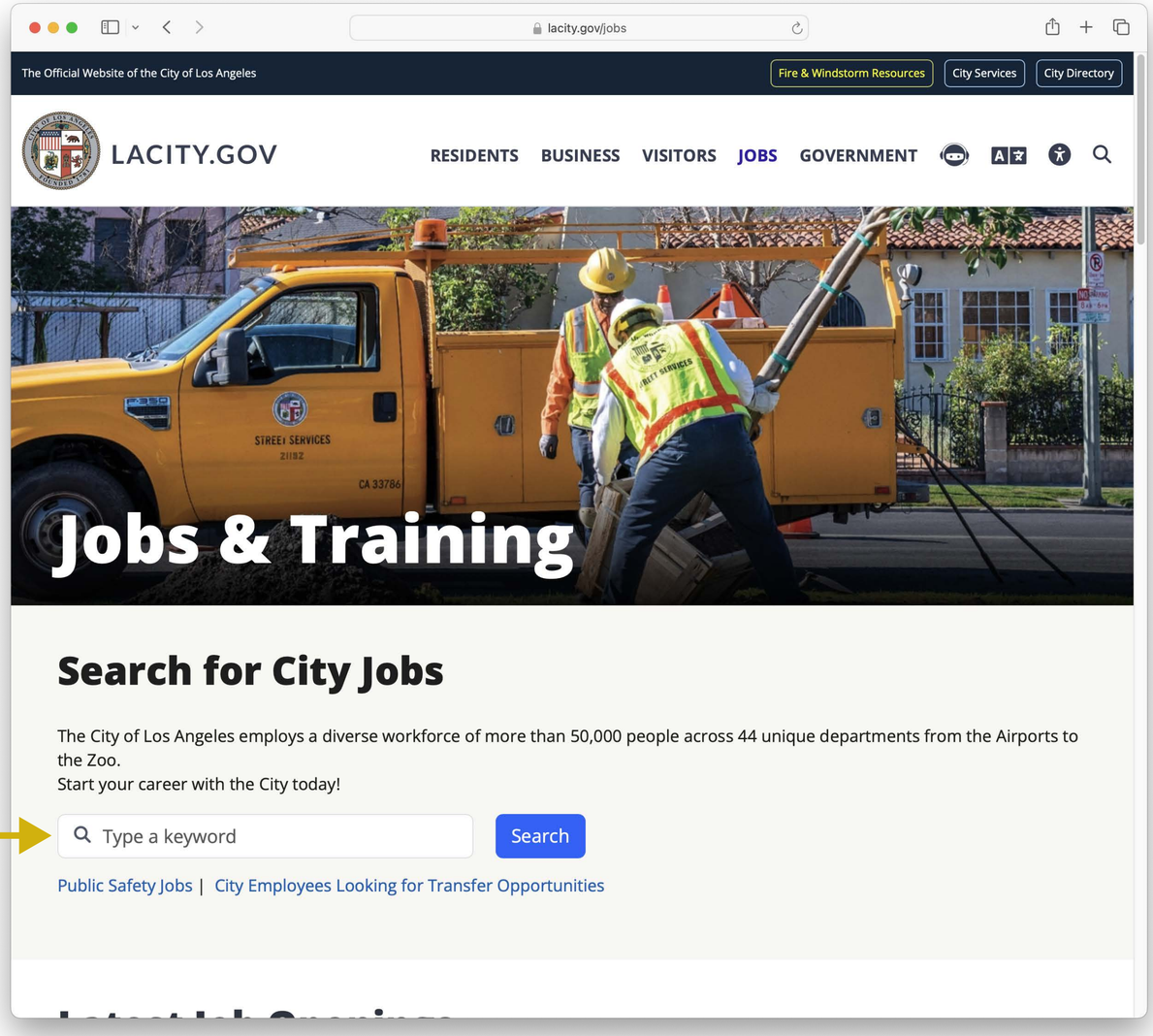
Grid of relevant tourist information



lacity.gov

navigation

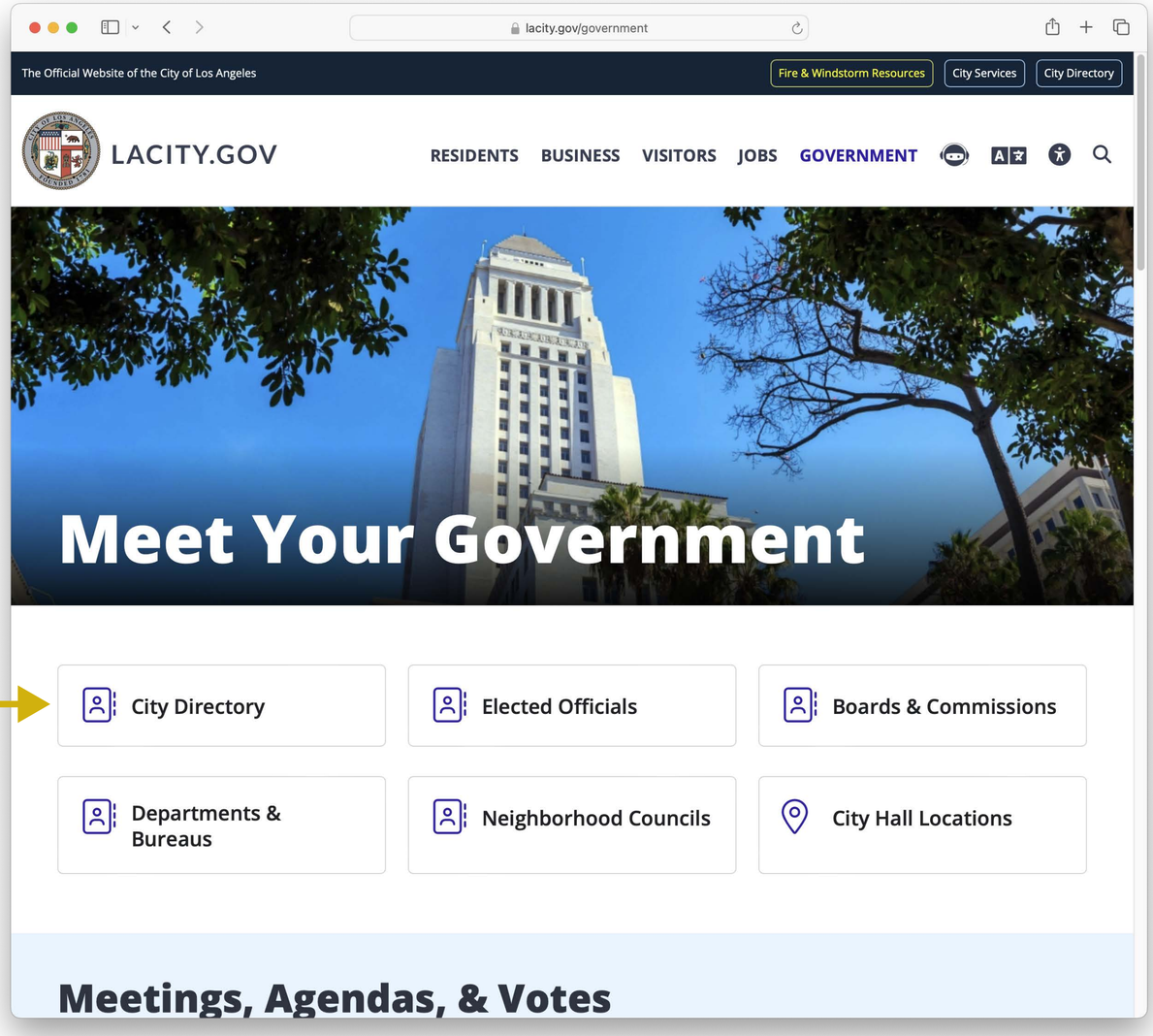
Search bar followed by latest job openings



lacity.gov

navigation

Grid of relevant local government information



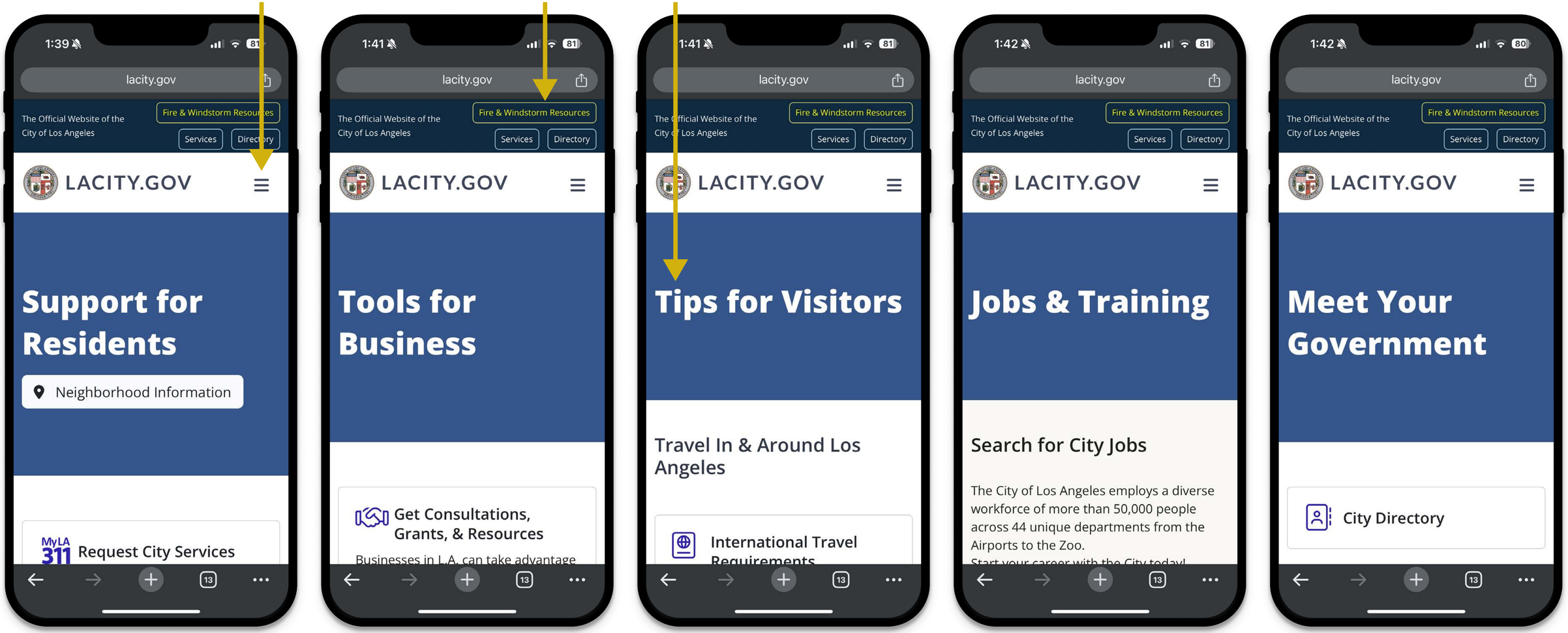
lacity.gov

mobile navigation

Responsive top nav

Services / Directory pinned to top

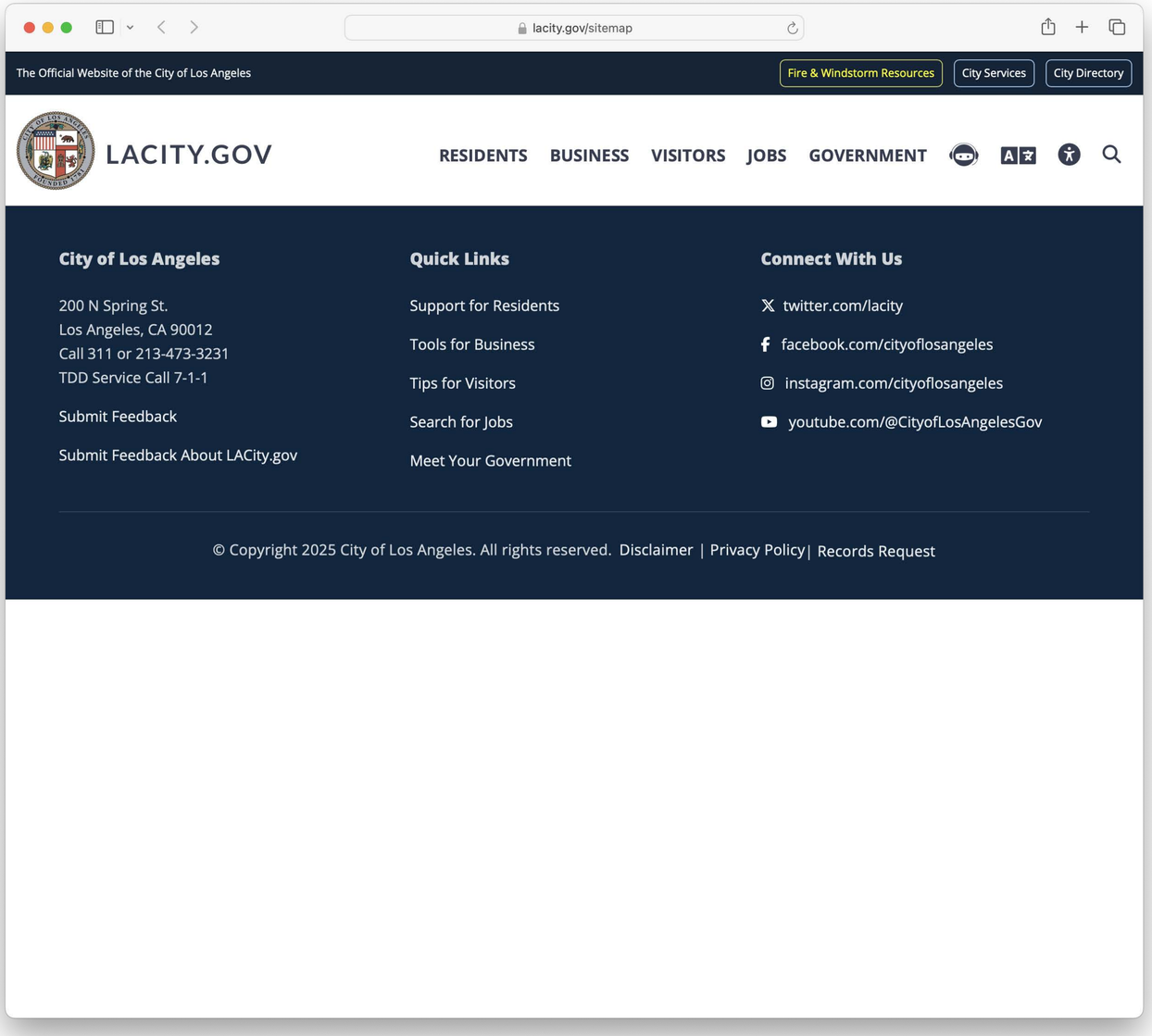
Each page clearly labeled



lacity.gov

navigation

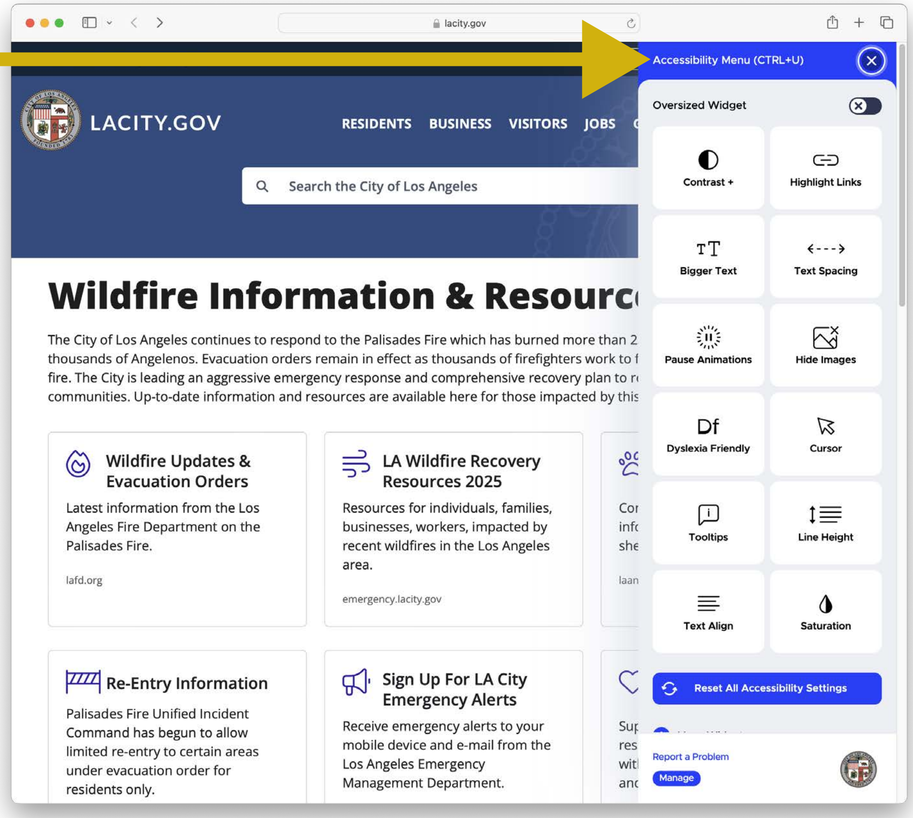
No link to sitemap, and dedicated page is blank

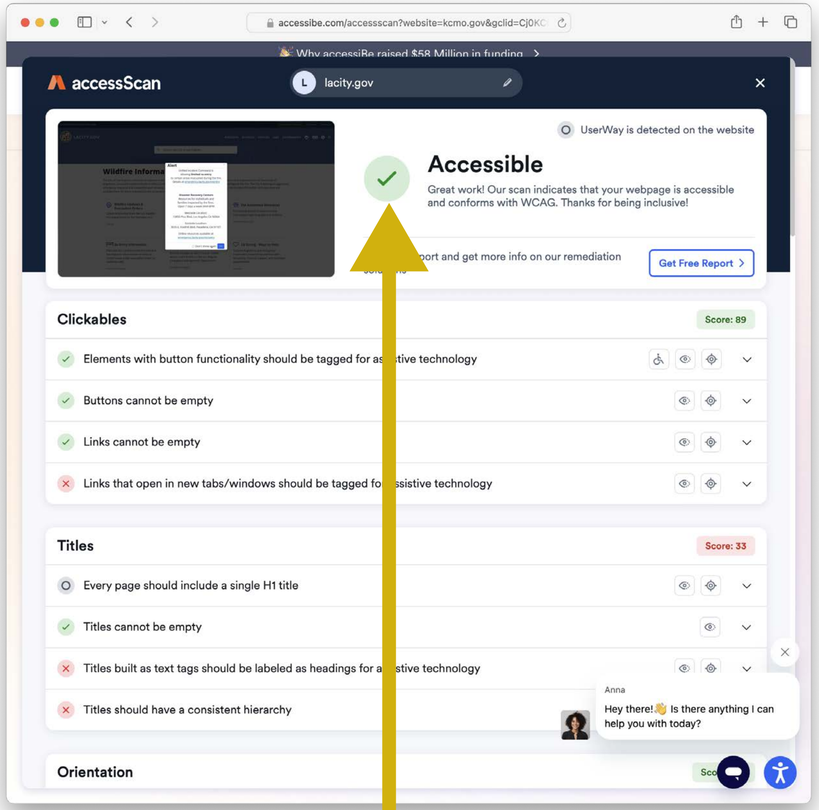


lacity.gov

WCAG Accessibility

Accessibility assistance tool built into navigation





Full accessibility compliance rating

lacity.gov

Layout & Aesthetics

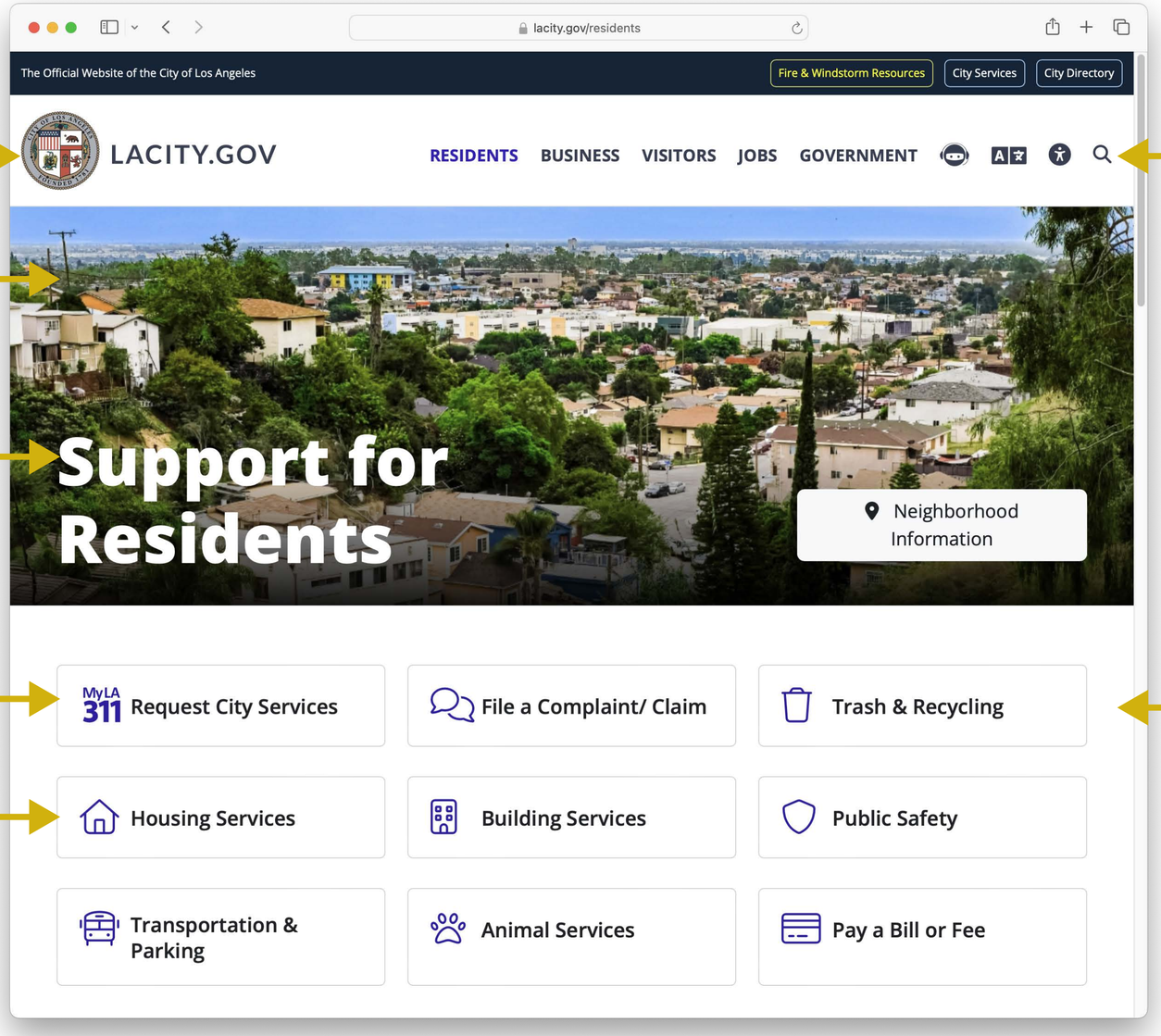
Use of City Seal

Large, relevant full color local photos

Clear typographic heirarchy

Grid alignment

Meaningful Iconography

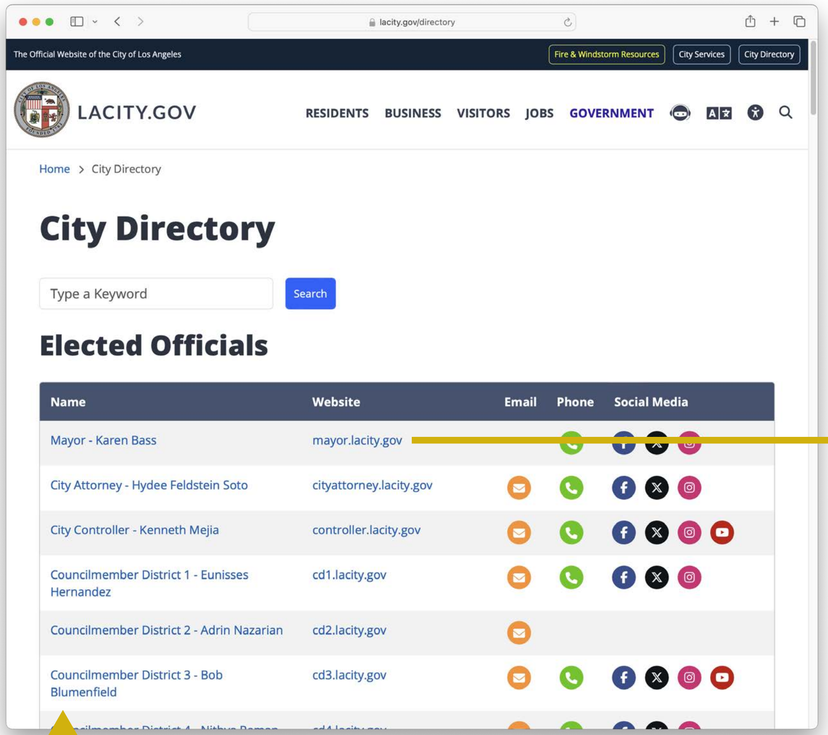


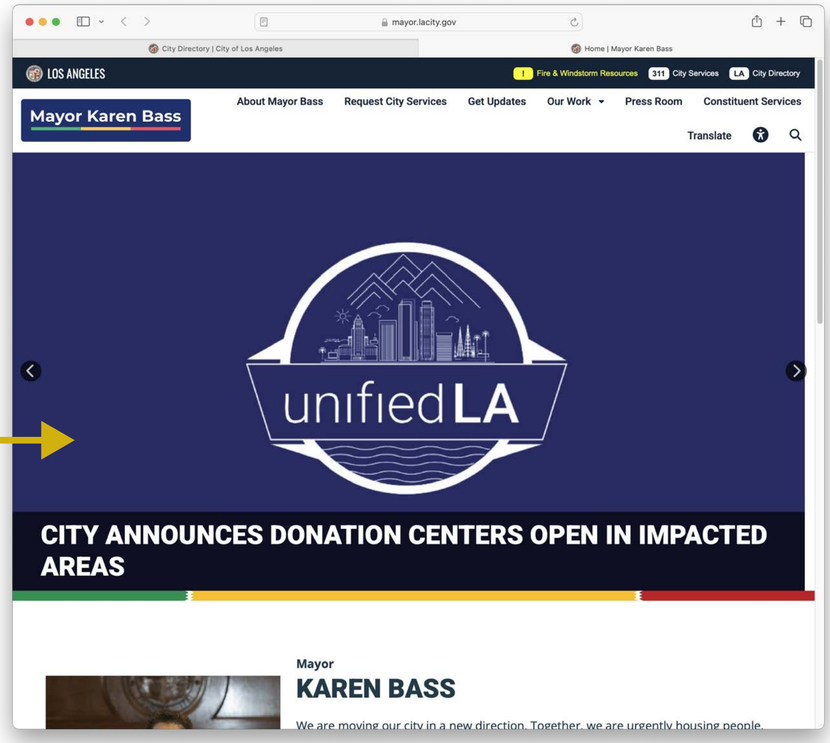
Responsive top nav

Appealing, high contrast color palette

lacity.gov

User Flow: Access City Officials





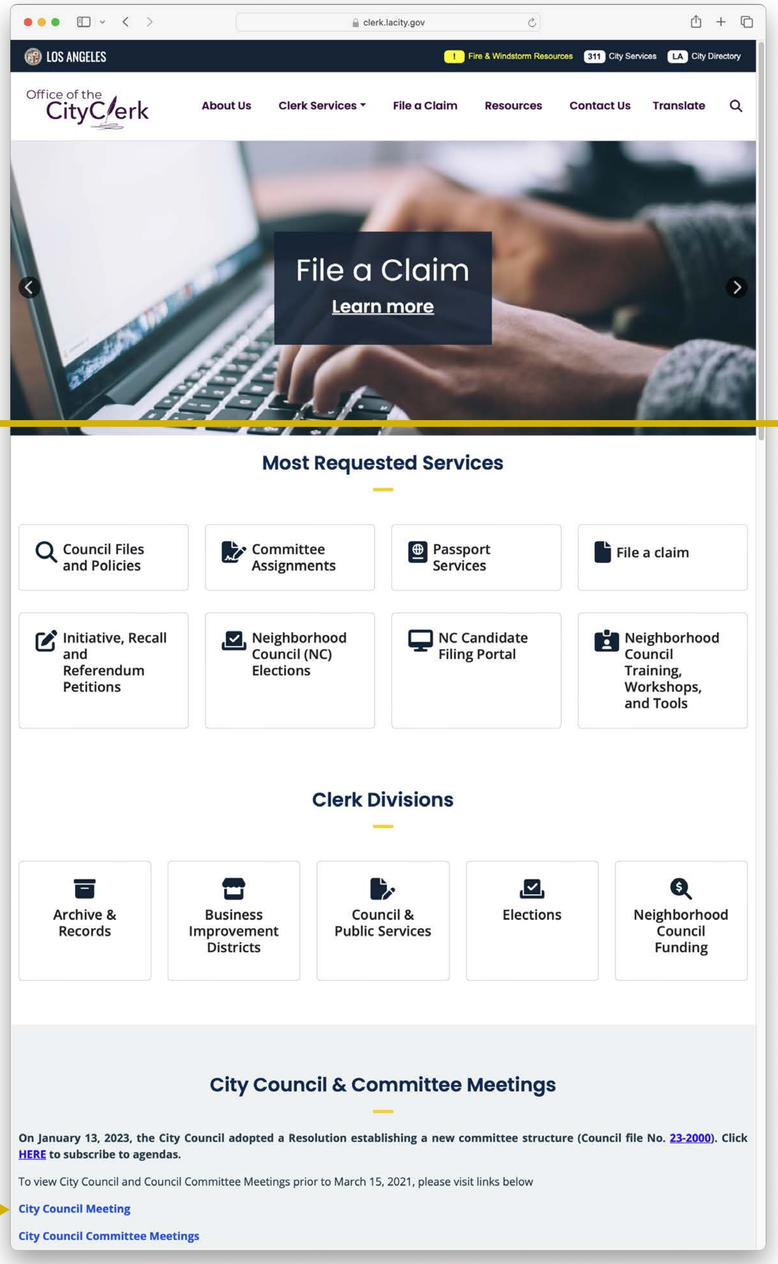
Elected Officials,
Departments & Bureaus,
Boards & Commissions
in comprehensive table

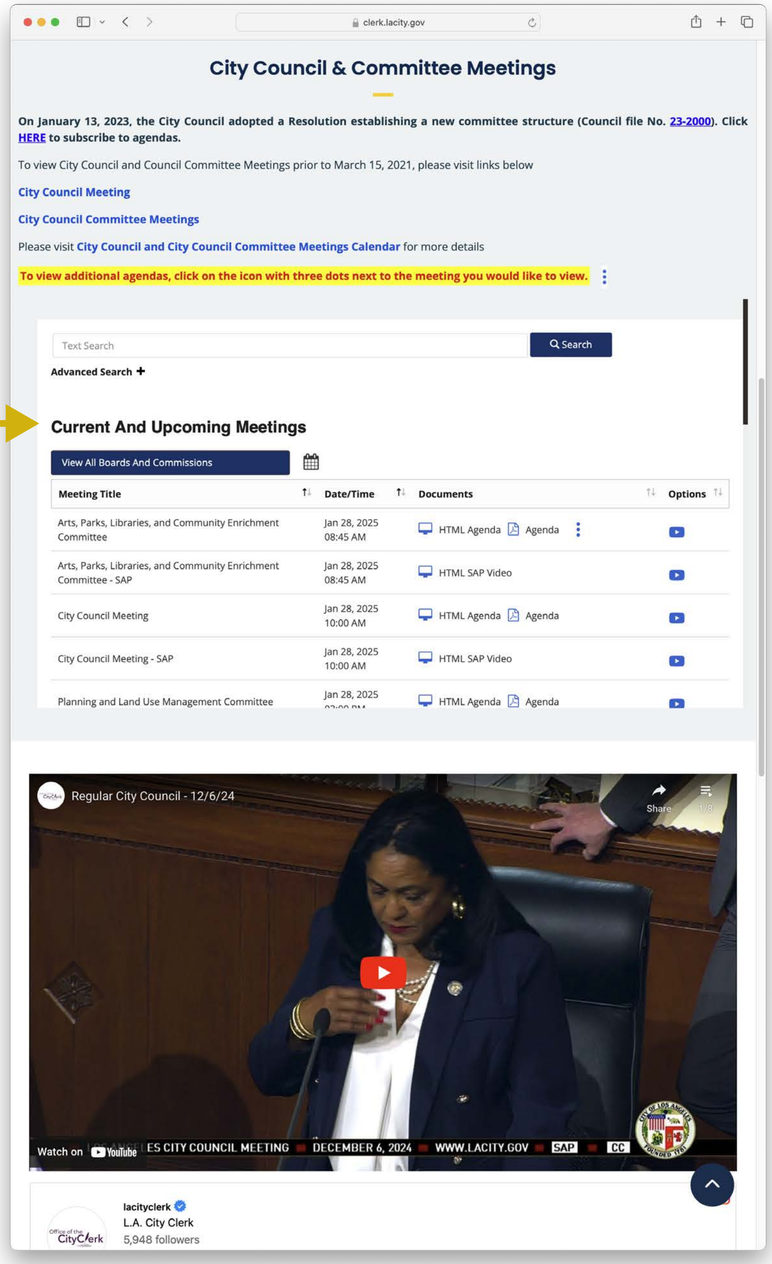
lacity.gov

User Flow: Access Council Meeting Minutes

Scroll City Clerk Page to Access Current/ Upcoming Meetings

Link to Archived Meetings





lacity.gov

User Flow: Utility Payment



Links to technology Utility Service Providers

Links to traditional Utility Service Providers

City of Nixa, MO

URL: nixa.com

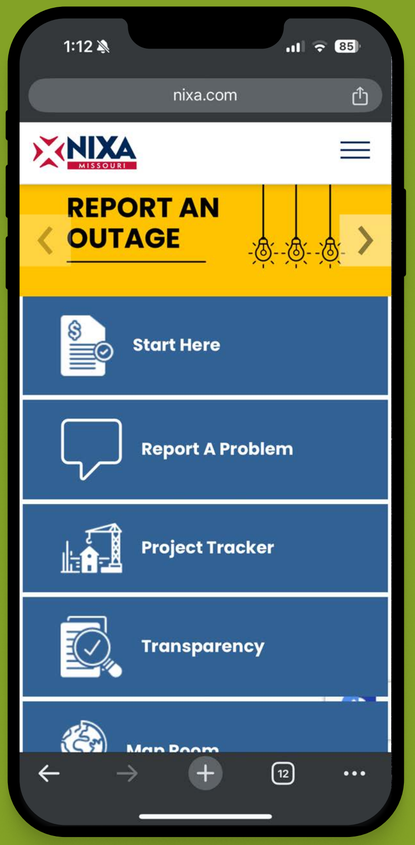
CMS: WordPress

Widgets:

- Apple Whitelist
- AddEvent
- Make it Fly
- Gravity Forms
- GTranslate.io
- MemberPress
- Slack
- Google Font API
- Google Tag Manager
- US Privacy User
- Signal Mechanism
- Sitelinks Search Box
- Yoast Plugins
- Google Translate
- Widget
- Wordpress Plugins
- reCAPTCHA
- CrUX Dataset
- Twemoji
- CleanTalk Spam
- Protect
- Cleantalk
- Cloudflare Radar

Source: builtwith.com/nixa.com

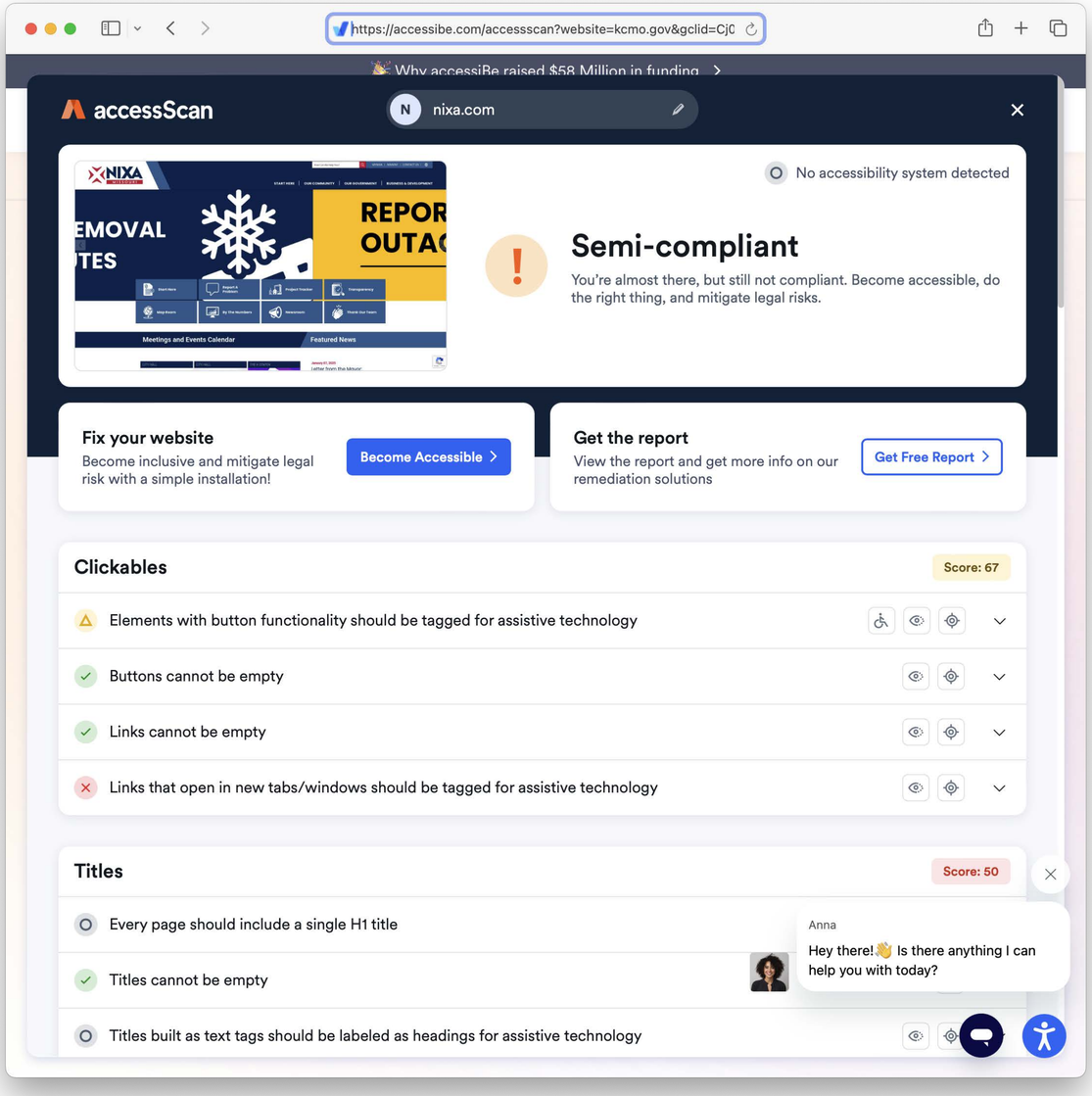




nixa.com

WCAG Accessibility

Did not notice any visible accessibility assistance tools (other than translation service pinned to top nav)



nixa.com

CoJ Department Inspiration:

Planning, Development, & Neighborhood Services

Project Teracker

Interactive Project Map

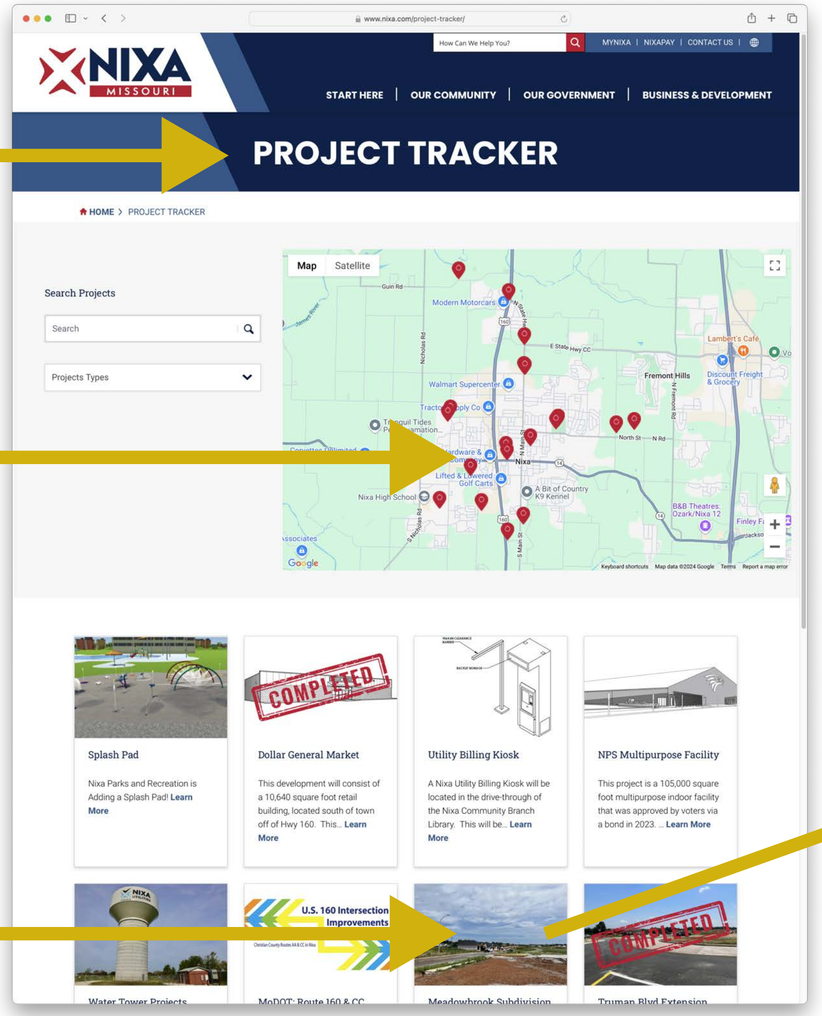
Interactive Project Cards

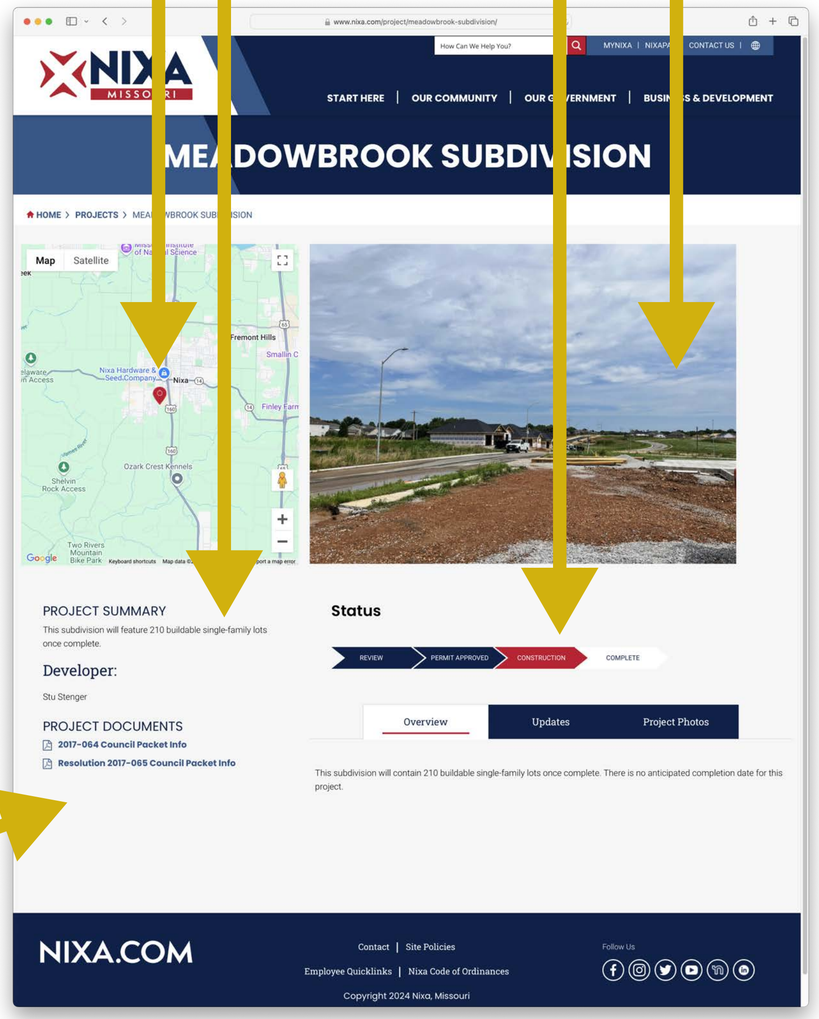
Project Location

Summary

Status

Project Photo





nixa.com

CoJ Department Inspiration:

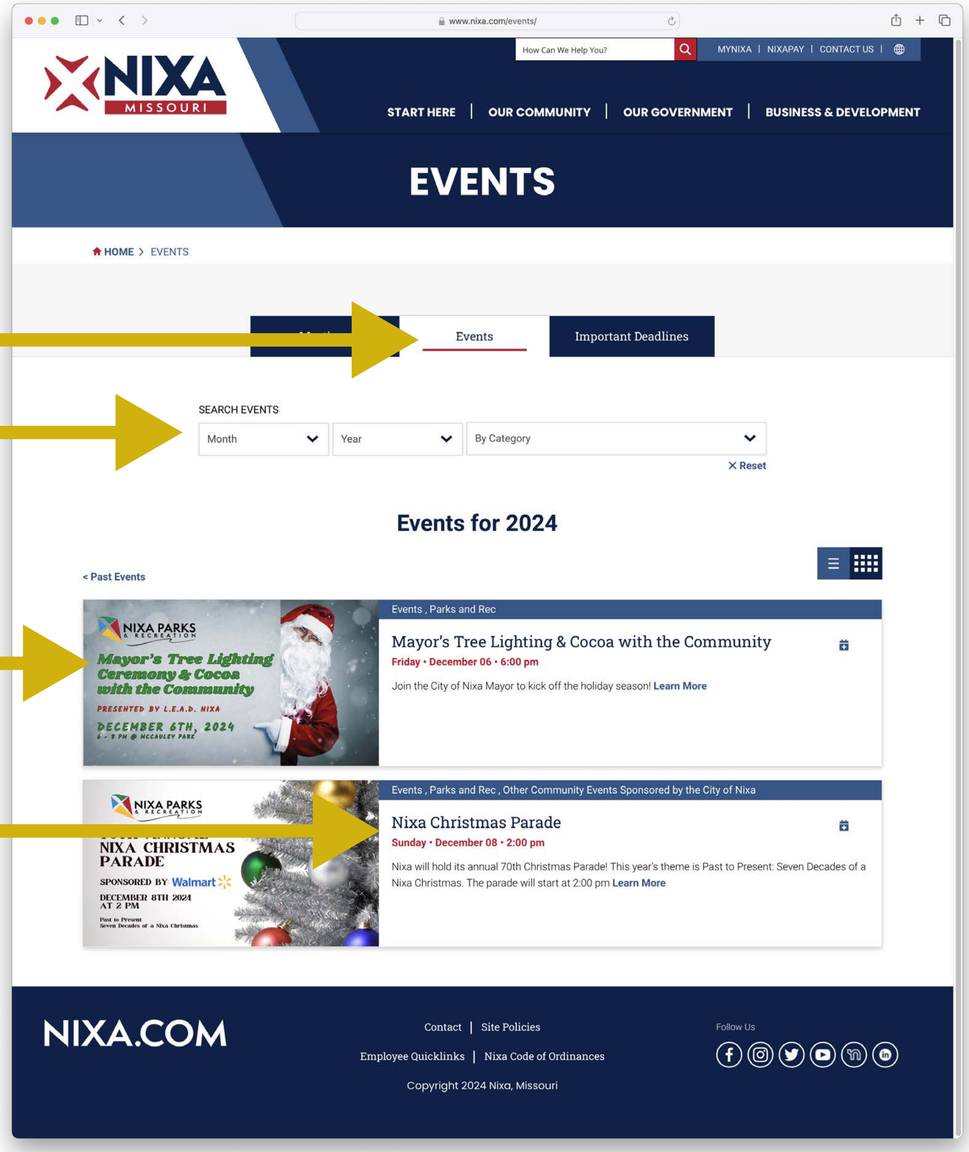
Parks & Recreation

Event Calendar

Search Filters

Relevant Images

Relevant Information



nixa.com

CoJ Department Inspiration:

Fire

Daily Burn Conditions



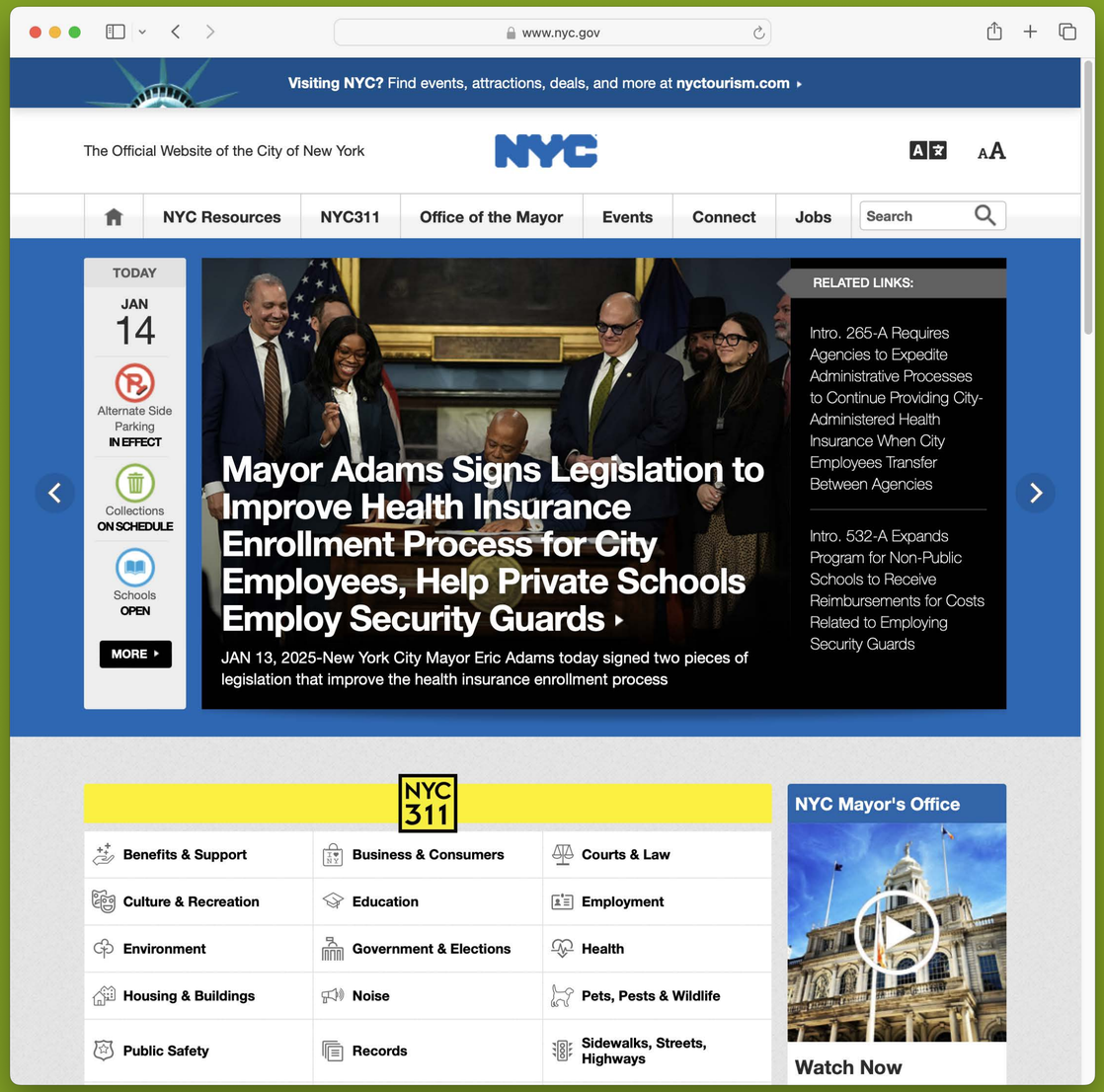
City of New York, NY

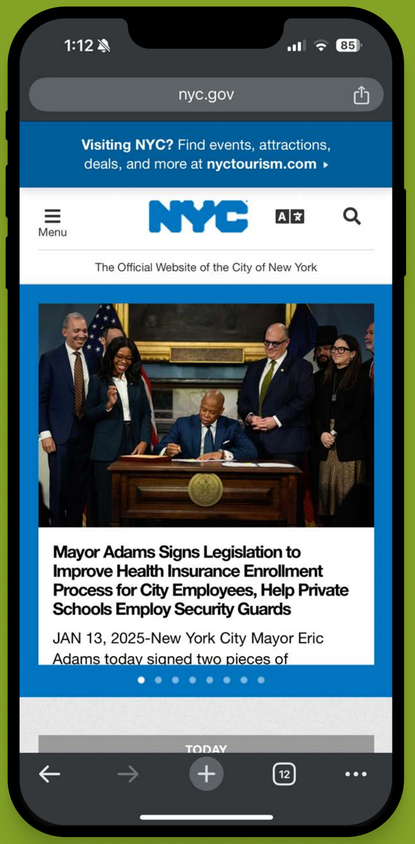
URL: nyc.gov

CMS: OpenText TeamSite, Google Search Appliance, Microsoft Word

Widgets: Apple Whitelist, Verified Profile Airtable, reCAPTCHA, ZeroClipboard, Google Font API, Google Translate Widget, Add to Any, Wufoo, Twitter Timeline, Font Awesome, Facebook Like Button, Twitter Follow Button, COVID-19, CrUX Dataset, Google Tag Manager, DocuSign, Offical US Government Domain, Cloudflare Radar, US Privacy User, Signal Mechanism, Amazon Elastic Load Balancing Sticky Session

Source: builtwith.com/nyc.gov



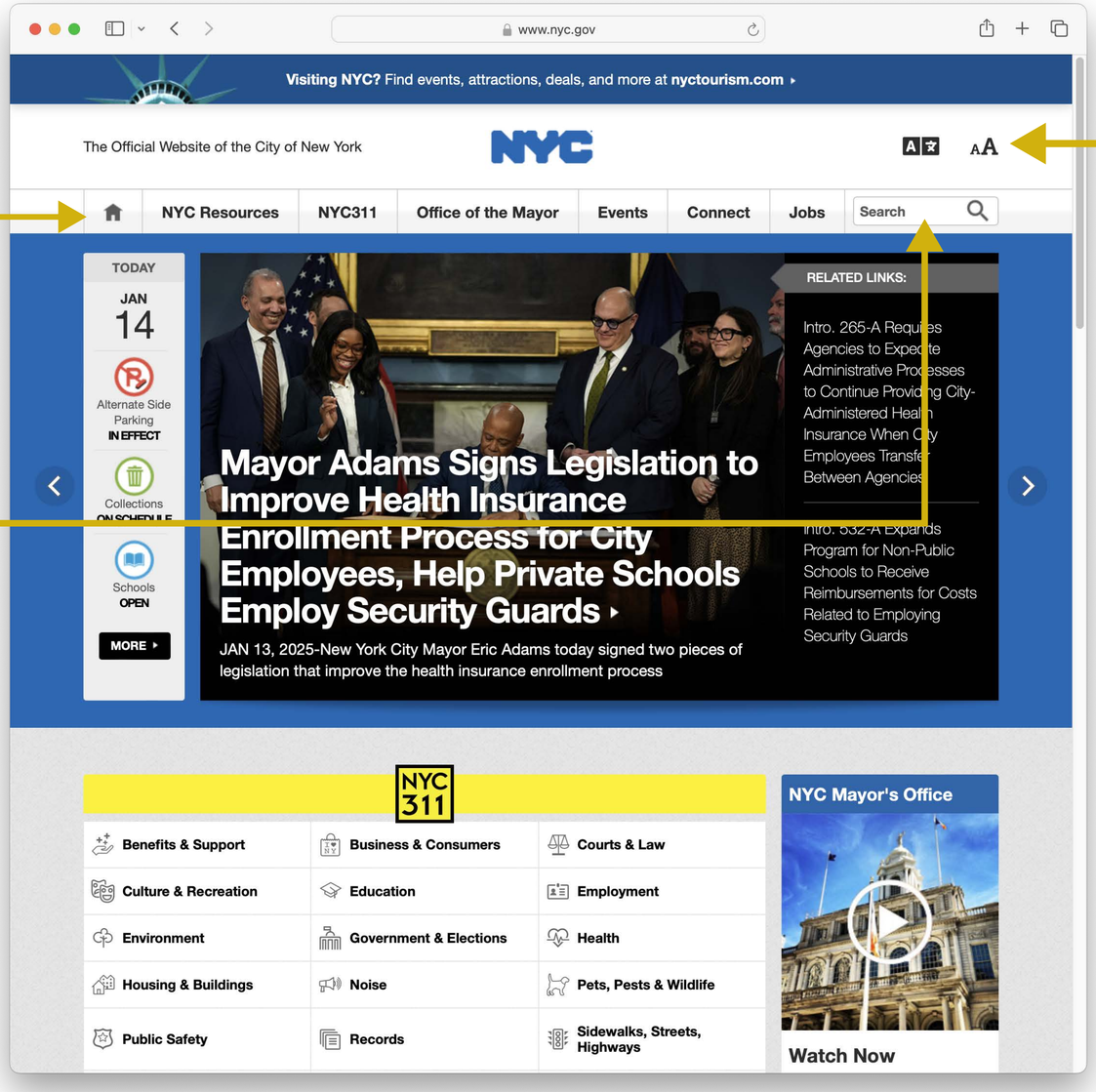


nyc.gov

navigation

Top nav broken into 7 high level categories going directly to pages. No drop down menus.

Search tools included in top nav



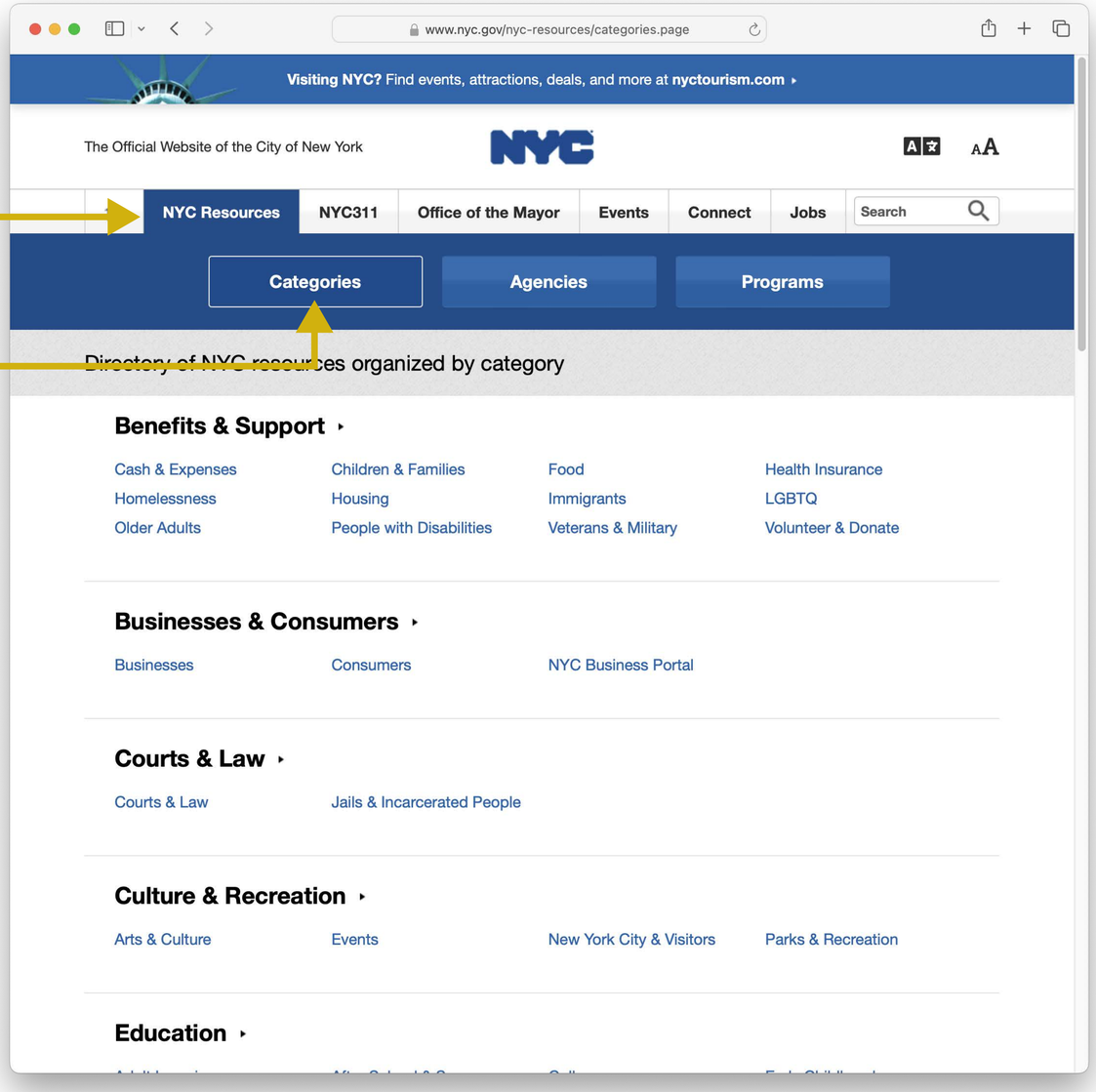
Translation and Text Size tools pinned above top nav

nyc.gov

navigation

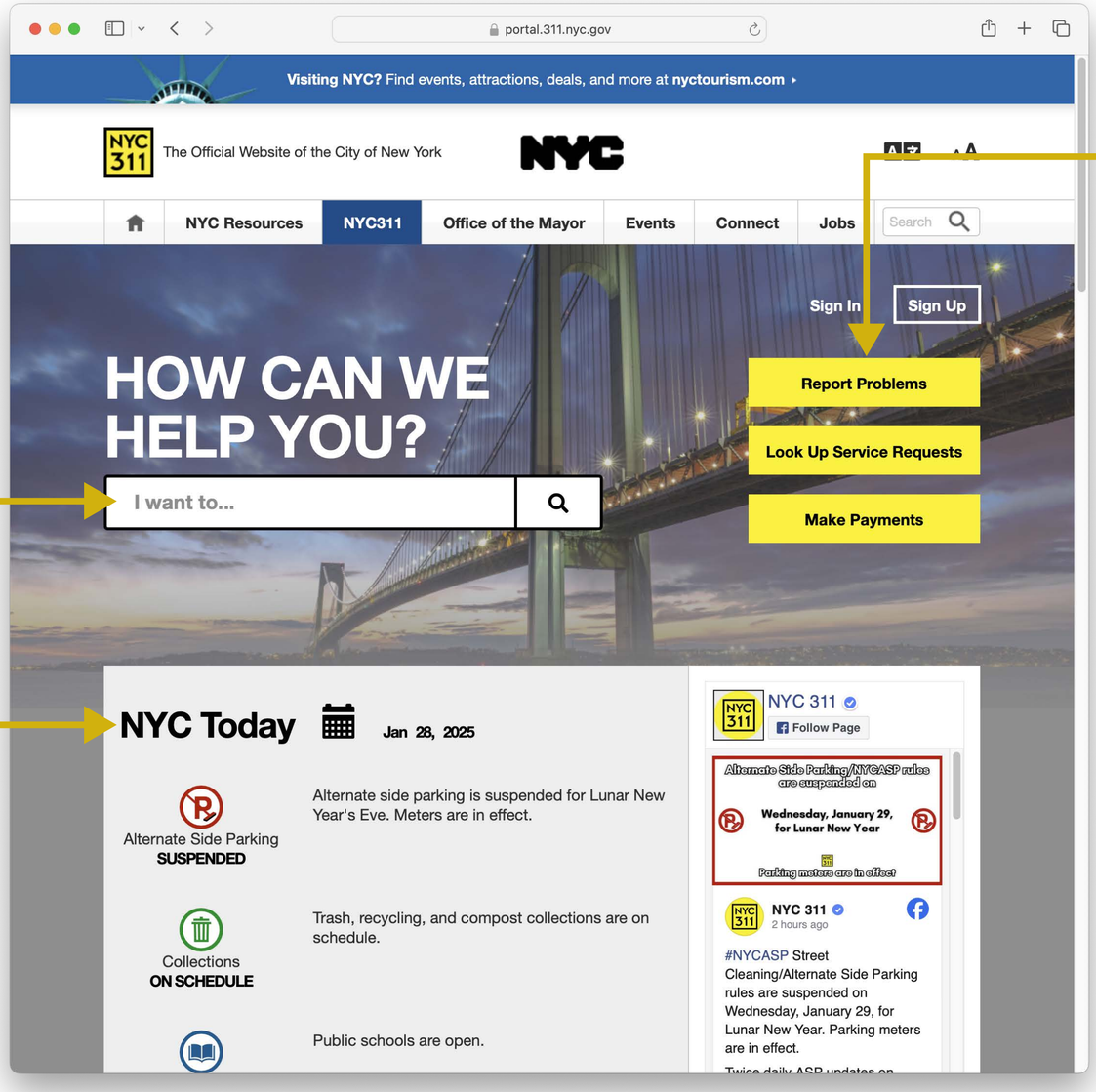
Comprehensive list of City Resources

Directory organized by Category / Agency / Program



nyc.gov

navigation



Frequently used features highlighted

Prominent Search Bar

Relevant daily announcements highlighted

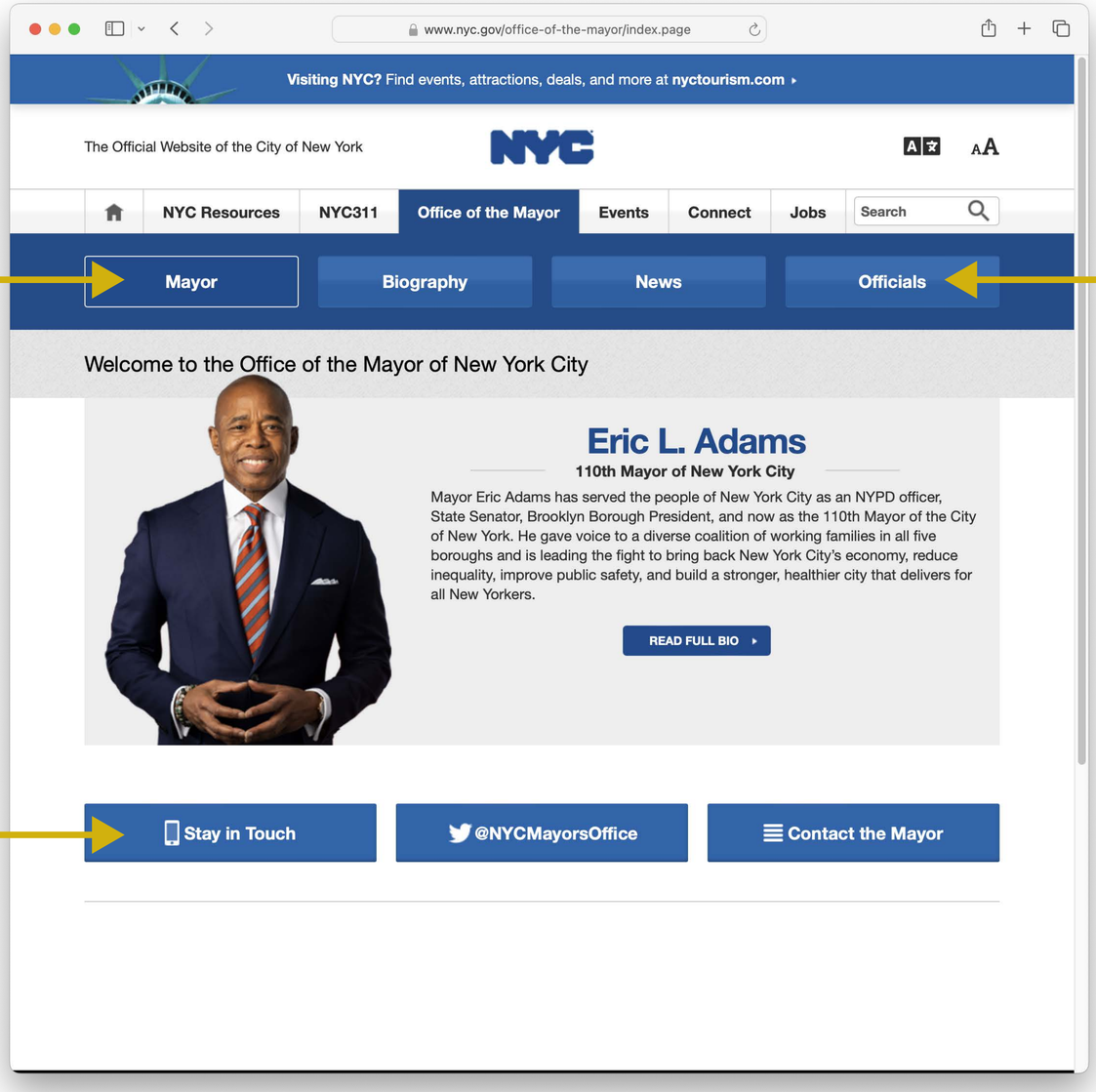
nyc.gov

navigation

Second level navigation categories revealed on page

Directory of additional officials

Communication & social media channel links

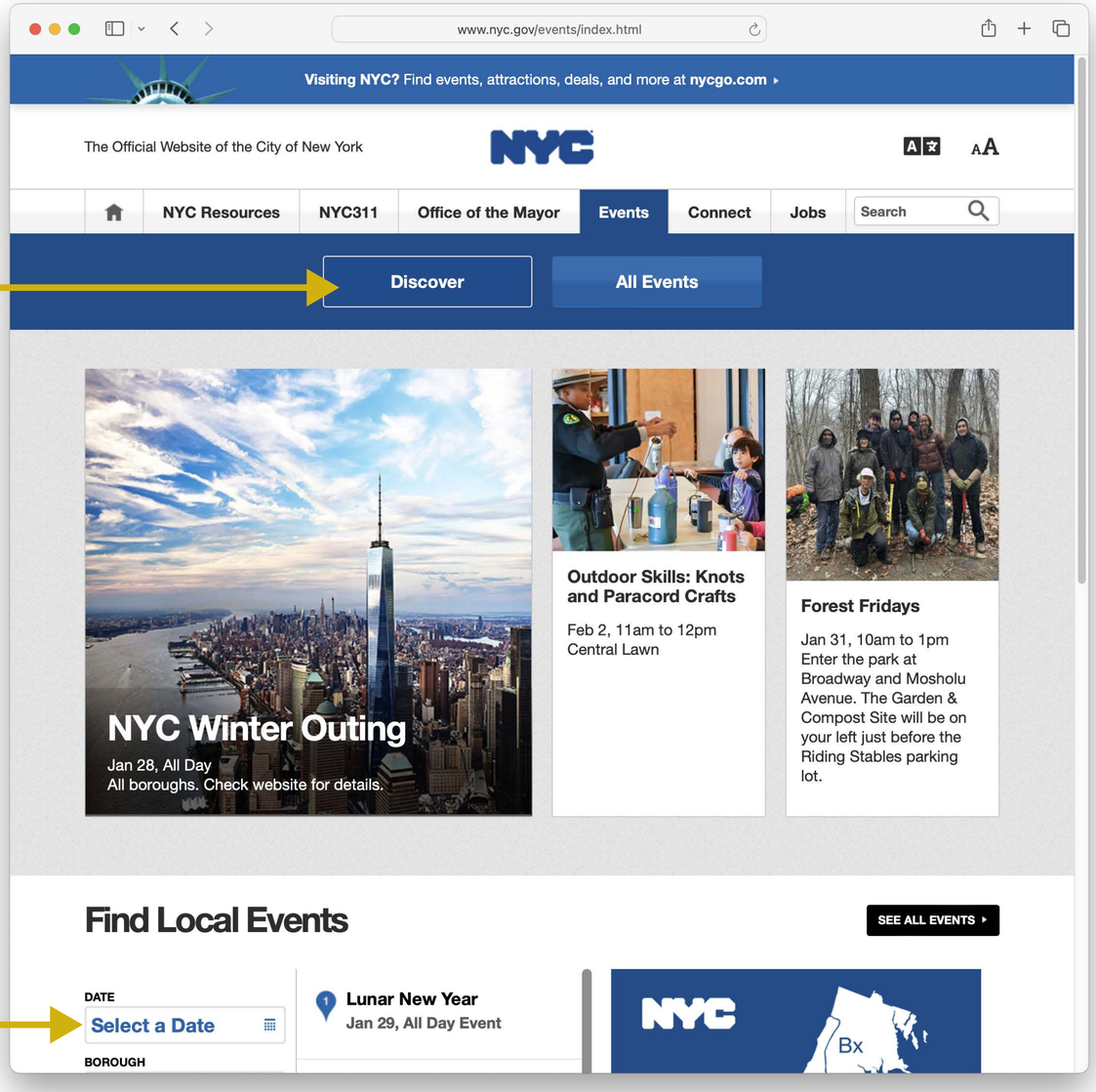


nyc.gov

navigation

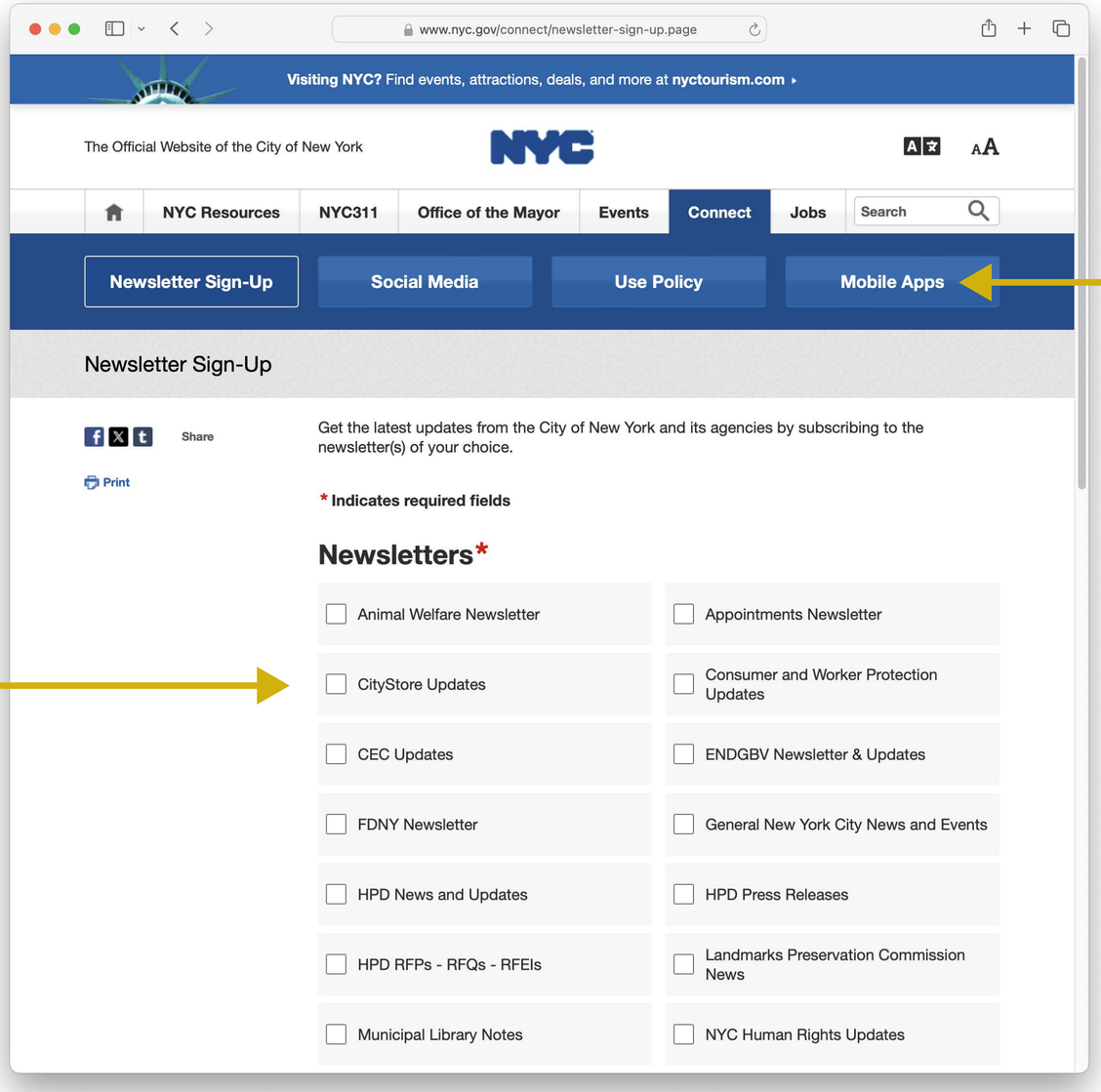
Highlighted / all events navigation

Event filter tool



nyc.gov

navigation

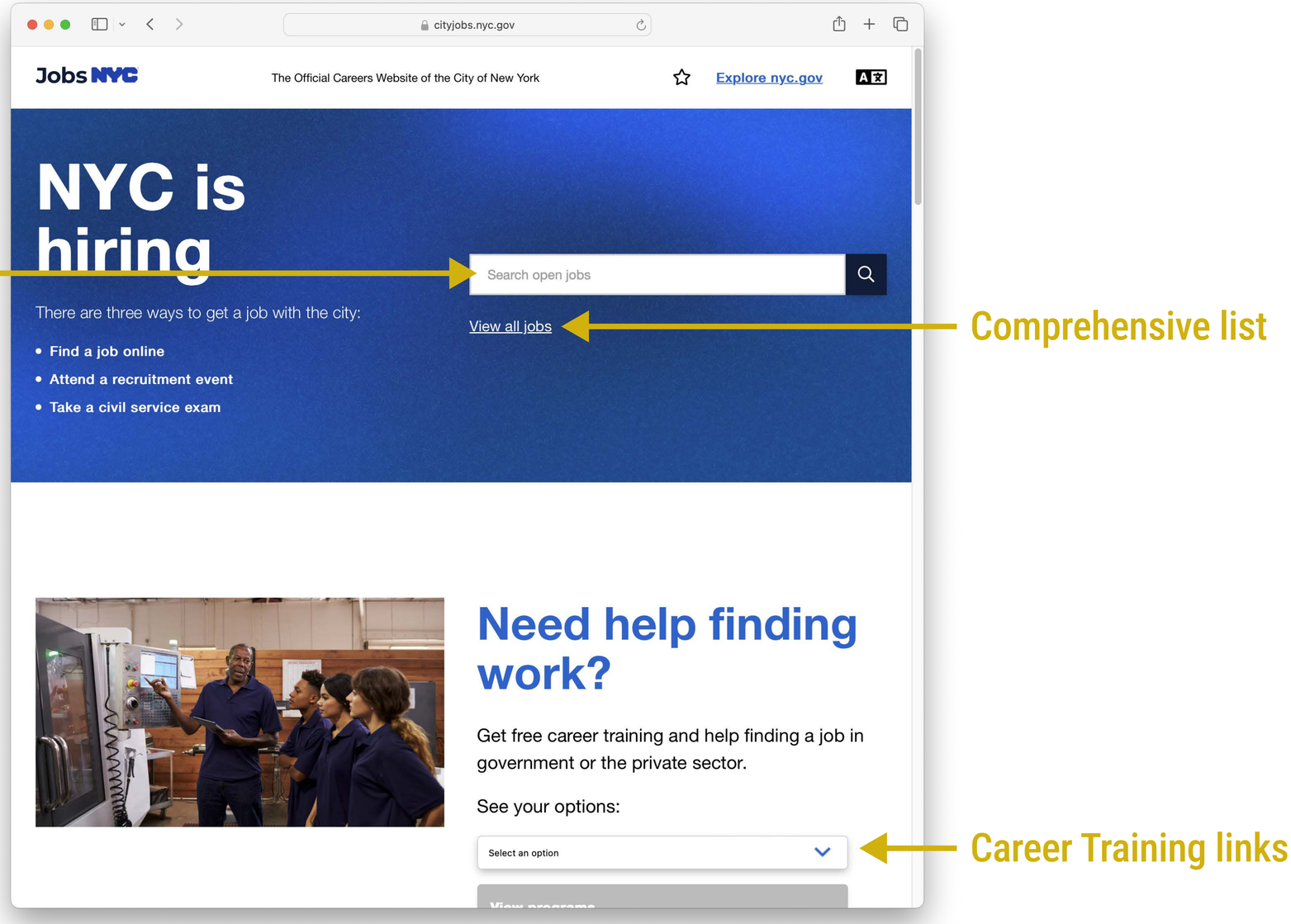


Links to official City mobile apps

Subject specific newsletter subscription

nyc.gov

navigation



nyc.gov

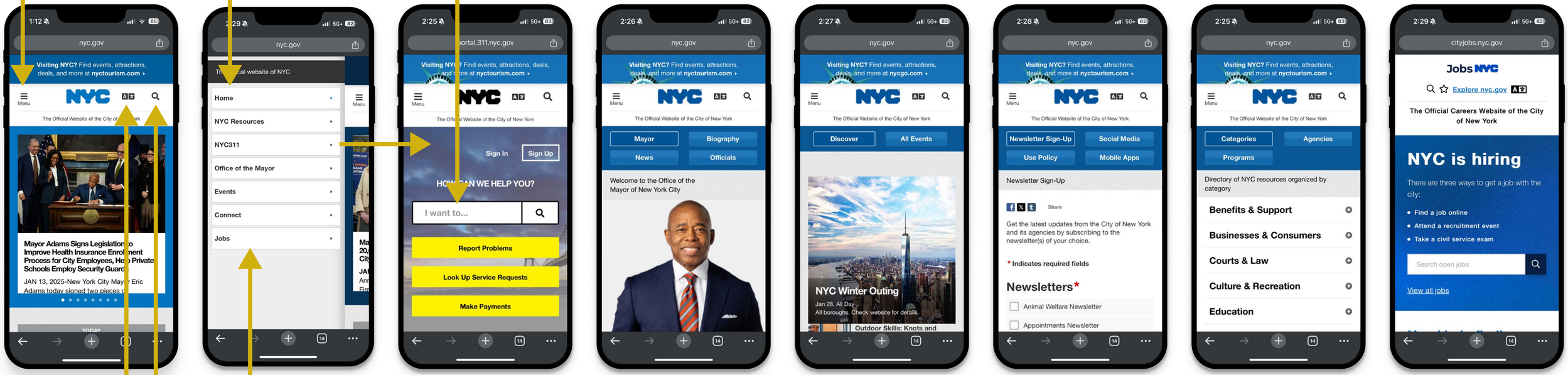
mobile navigation

Responsive

top nav

Large buttons

Search



Translation / Search

Full Menu Visible

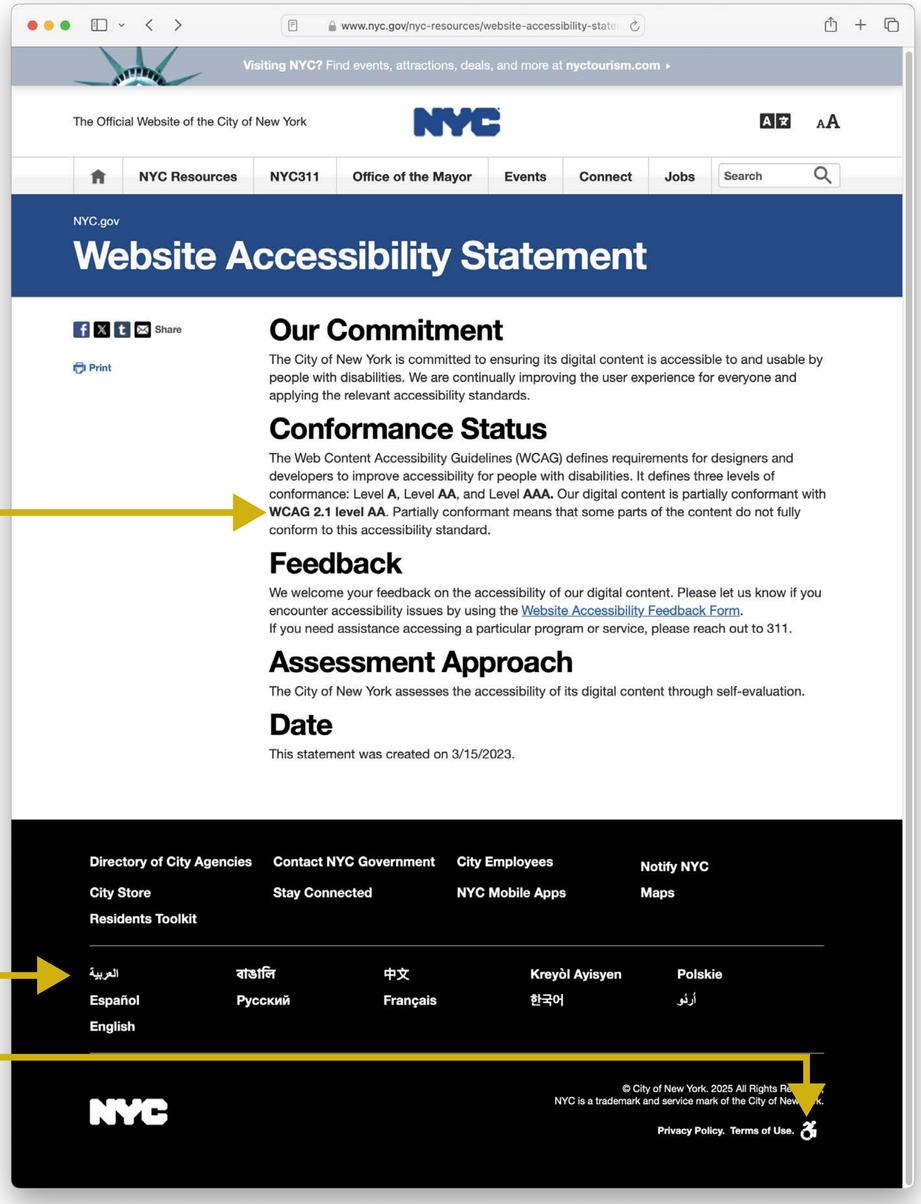
nyc.gov

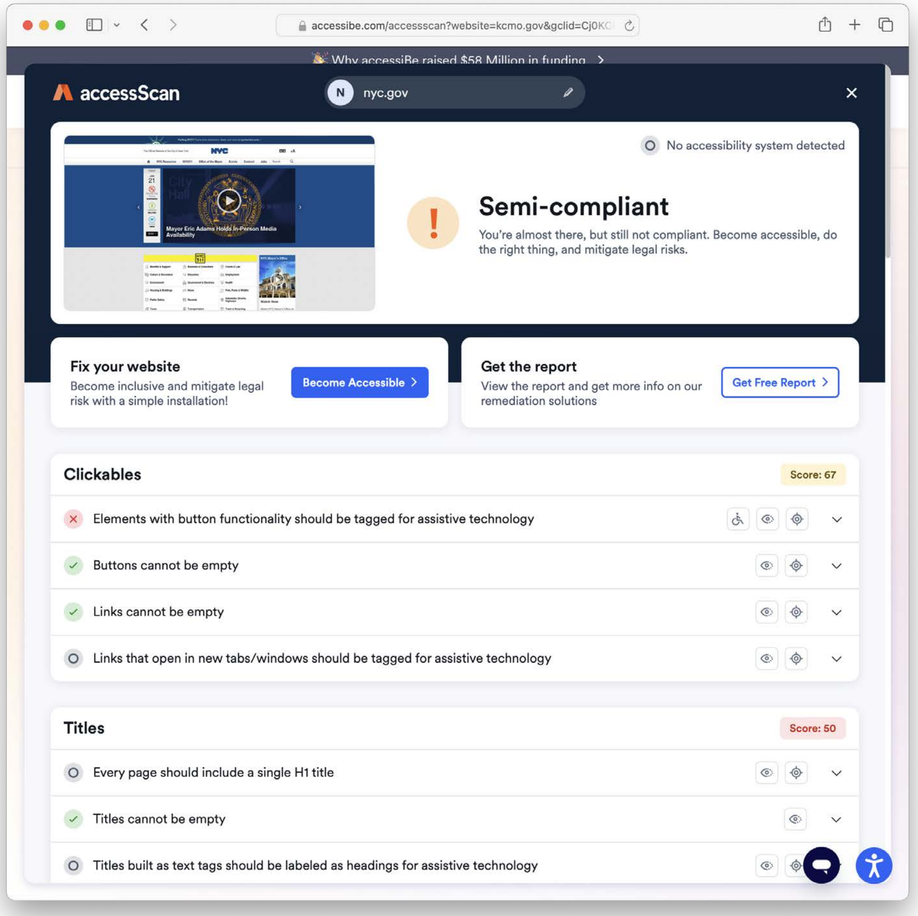
WCAG Accessibility

Commitment to WCAG 2.1 level AA

Translation menu in footer

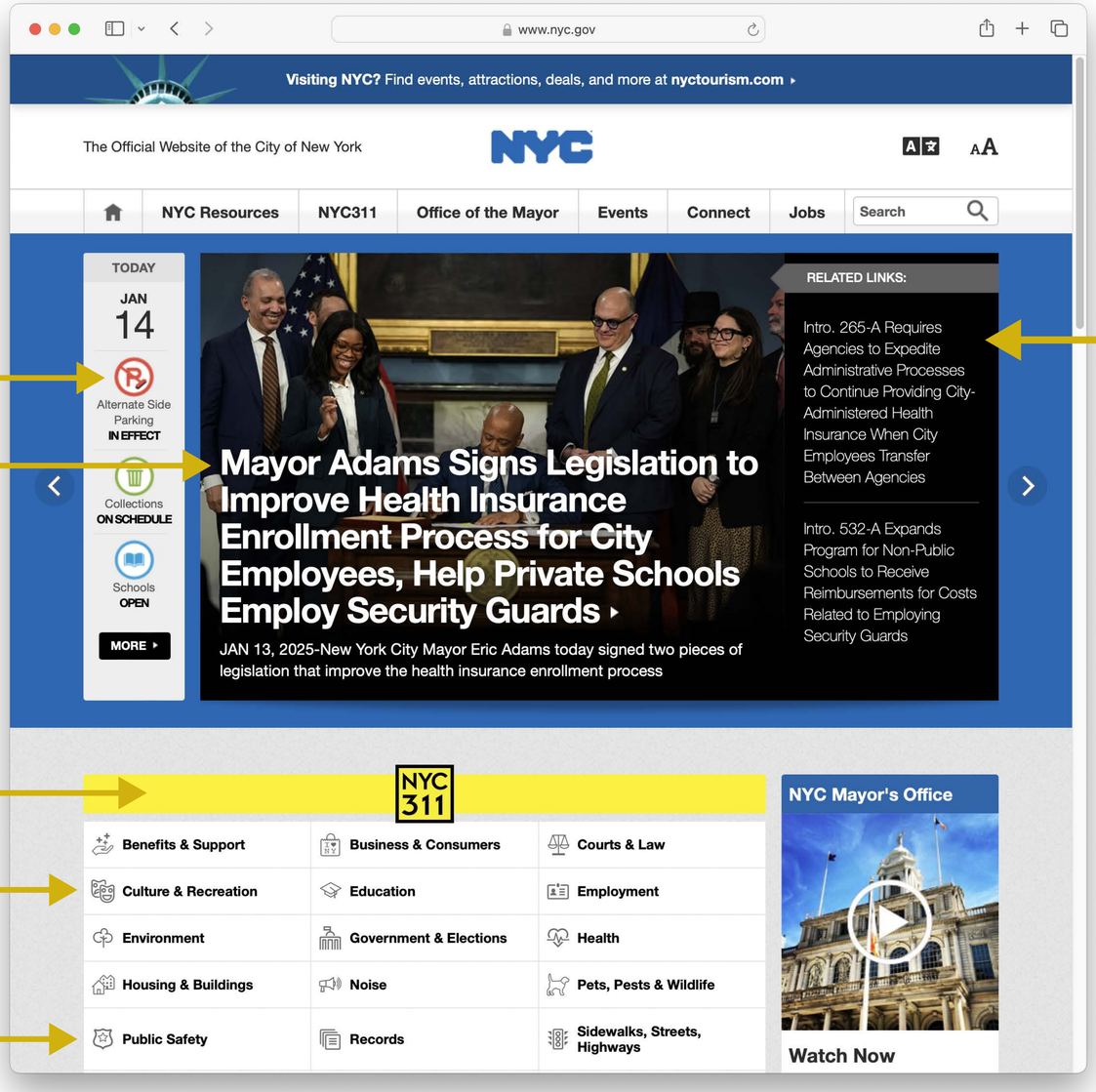
Accessibility Statement Link in Footer





nyc.gov

Layout & Aesthetics



Color coded announcements

Clear typographic heirarchy

High contrast content header

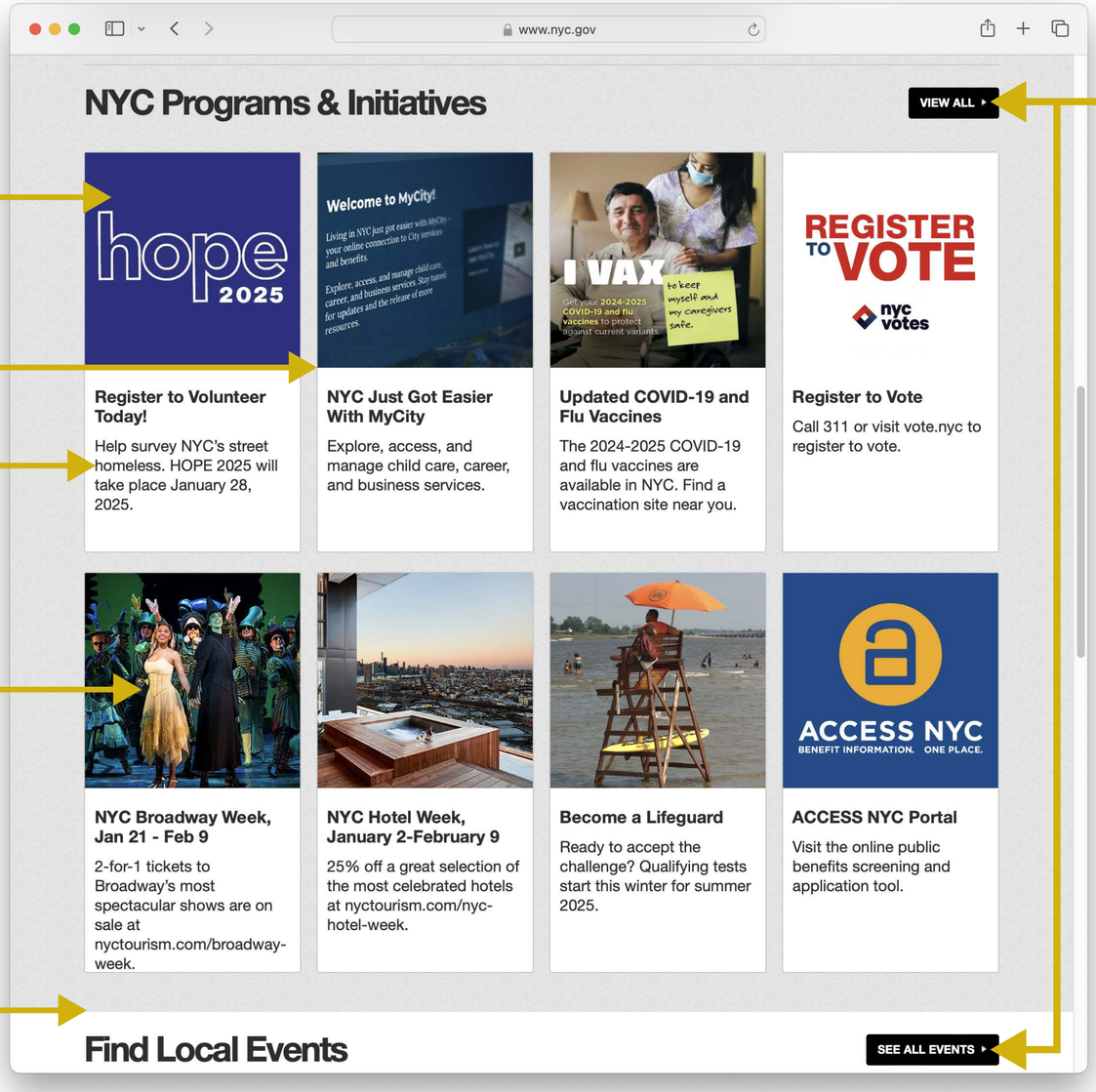
Grid alignment

Meaningful Iconography

News Carousel with related links on home page

nyc.gov

Layout & Aesthetics



Cards align to grid

Graphics align to cards consistently

Clear typographic hierarchy

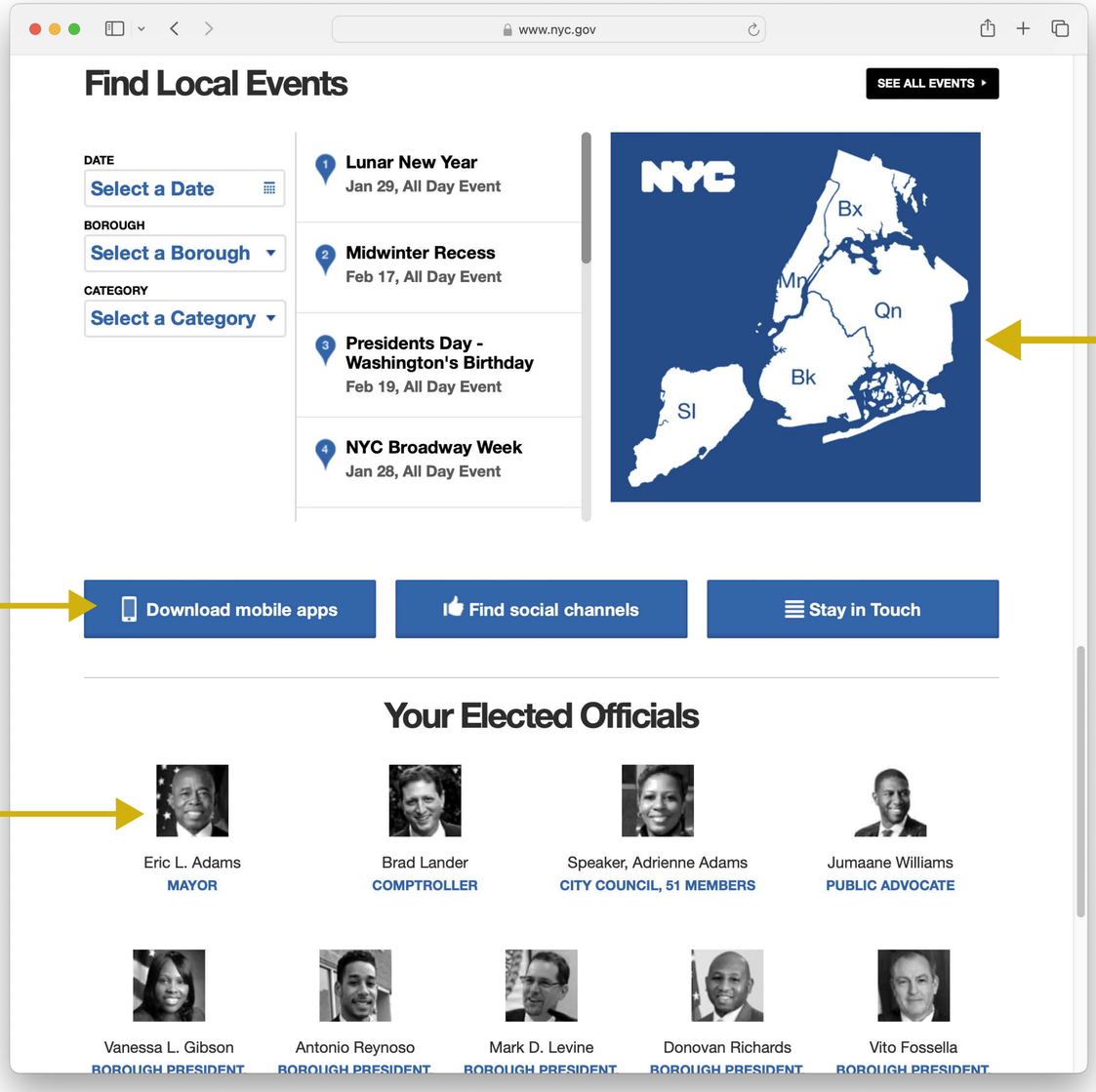
Professional photography

Background color contrast between sections

Buttons for additional content

nyc.gov

Layout & Aesthetics



Use of Maps

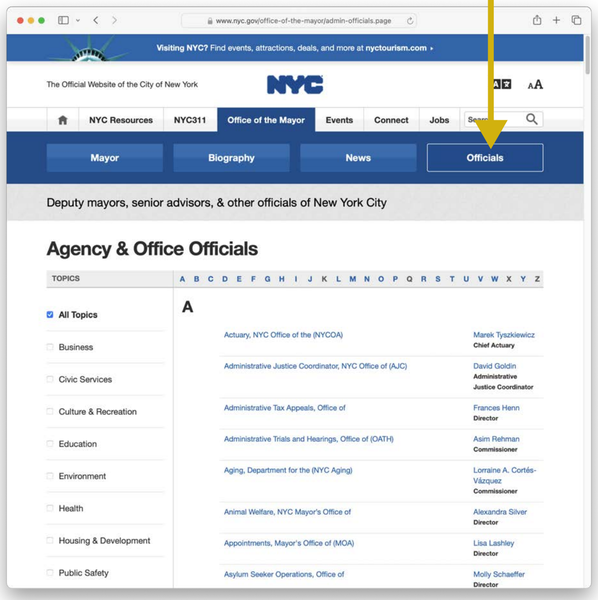
Consistent use of color palette

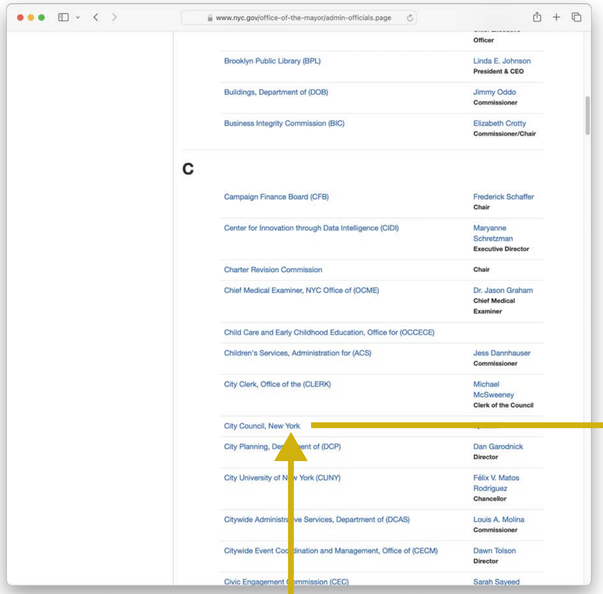
Photos of elected officials

nyc.gov

User Flow: Access Meeting Minutes

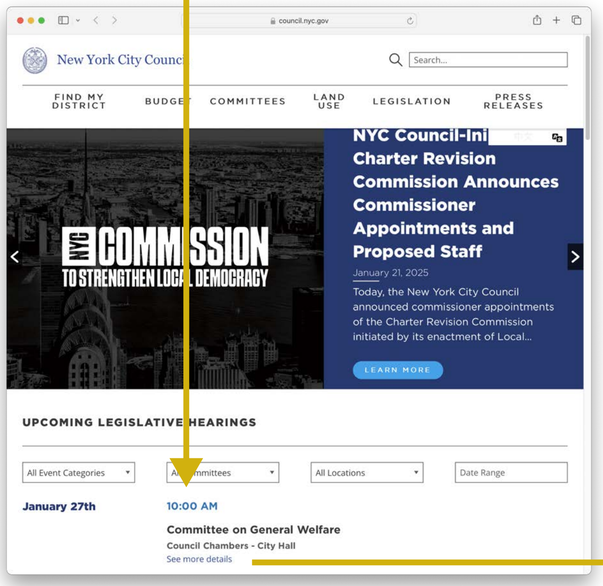
Select Officials tab to see directory

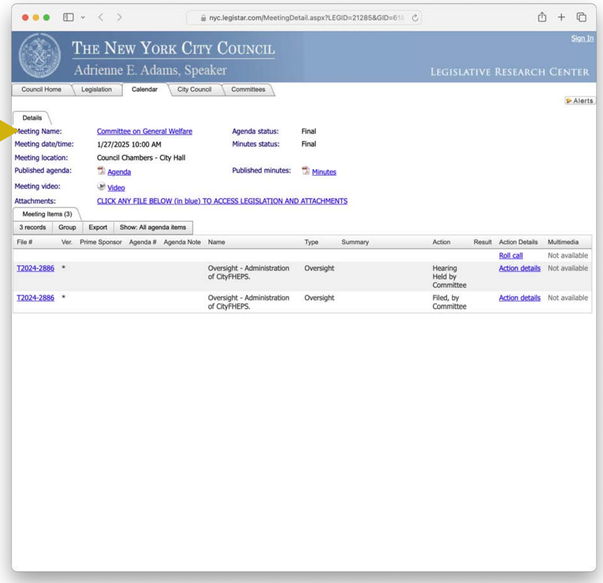




Select City Council

List of meetings & link to details on page





City of San Francisco, CA

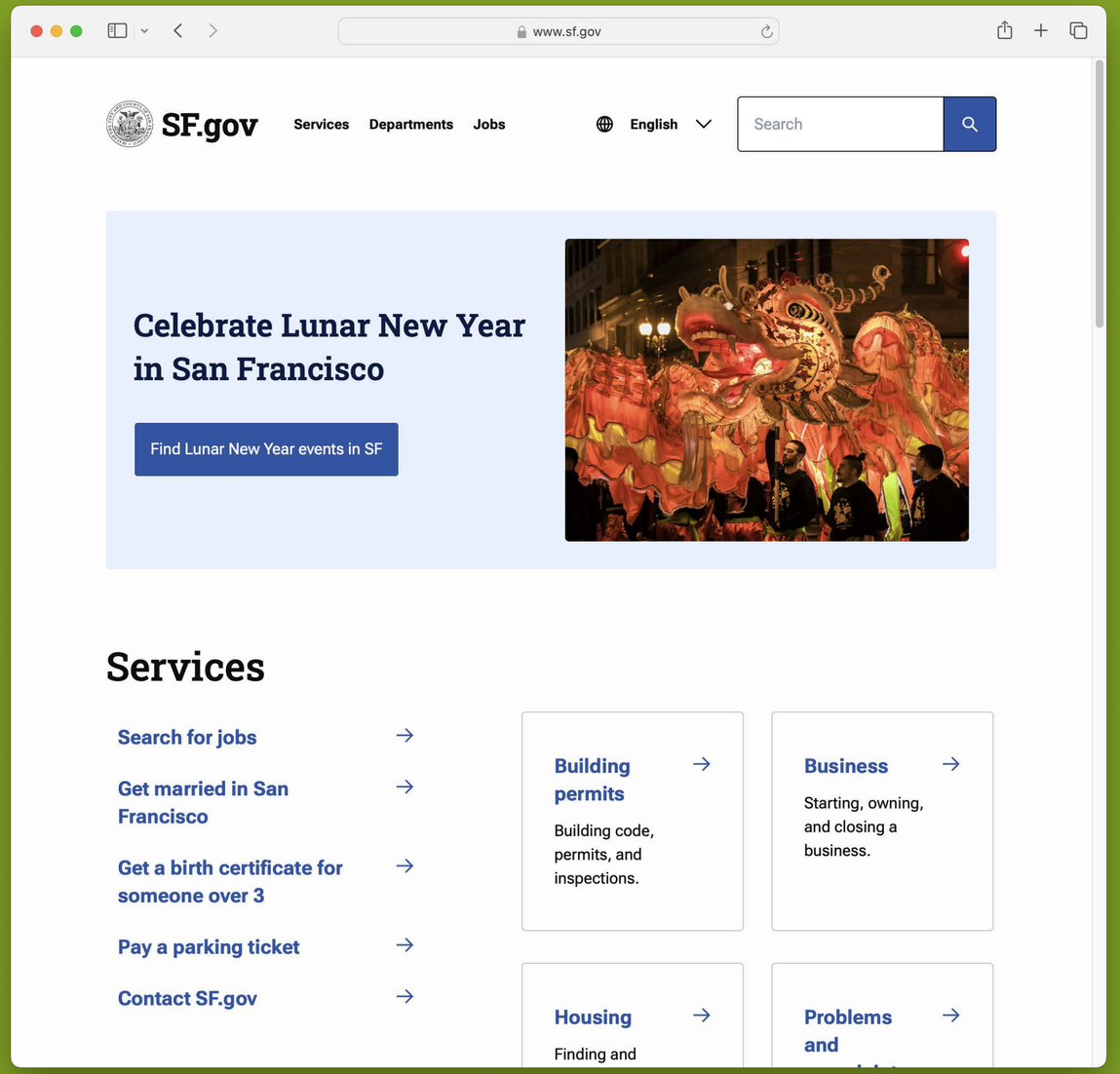
URL: sf.gov

CMS: Drupal

Widgets:

- WebEx
- OpenAI
- Twitter Timeline
- Google Font API
- Font Awesome
- Google Tag Manager
- Google Translate Widget
- Getty Images
- COVID-19 Unsplash
- CrUX Dataset
- Pexels
- Offical US Government Domain
- Cloudflare Radar
- DocuSign
- US Privacy User Signal Mechanism
- Azure Active Directory

Source: builtwith.com/sf.gov



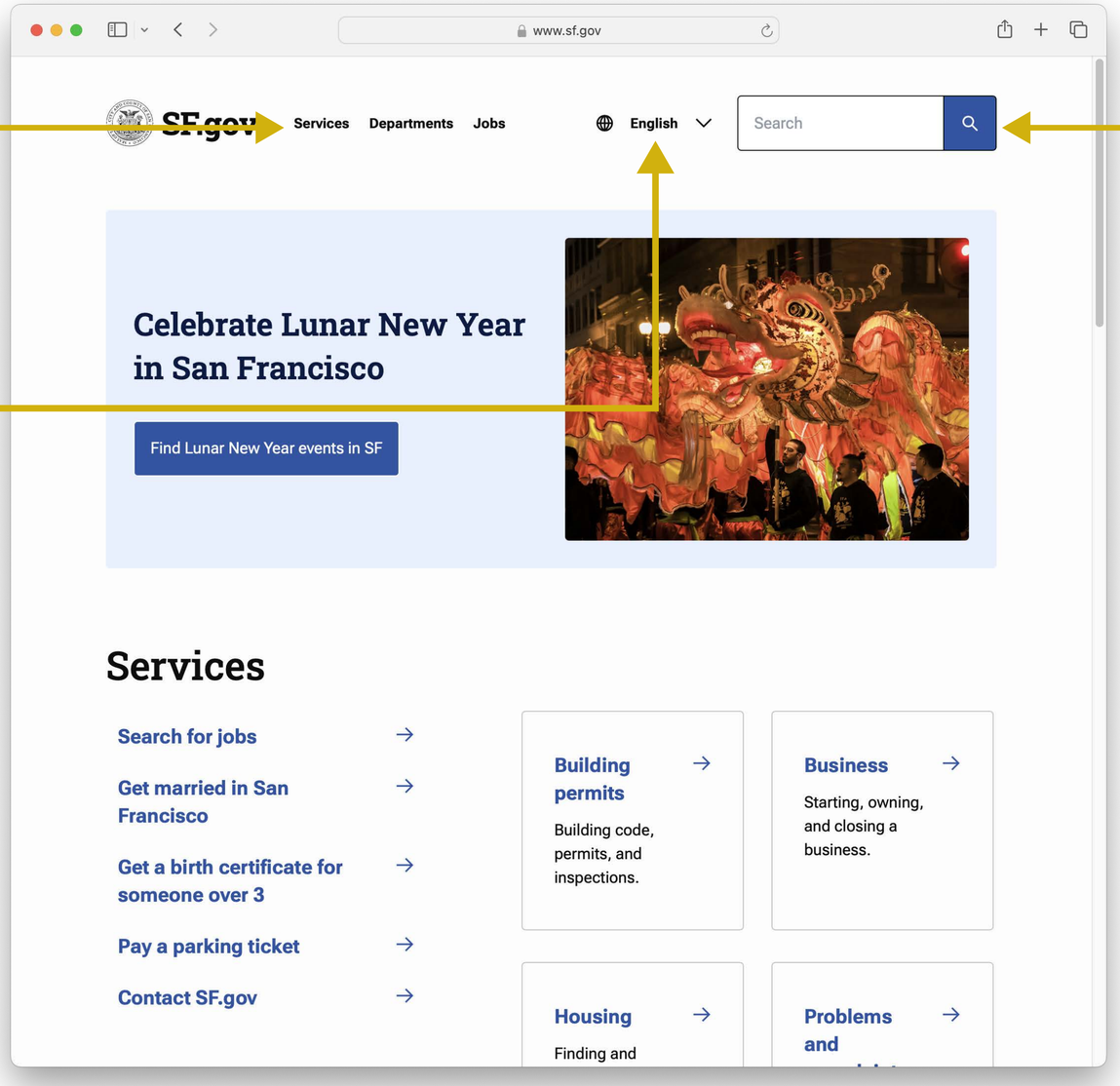


sf.gov

navigation

Top nav broken into 3 high level categories going directly to pages. No drop down menus.

Translation included in top nav

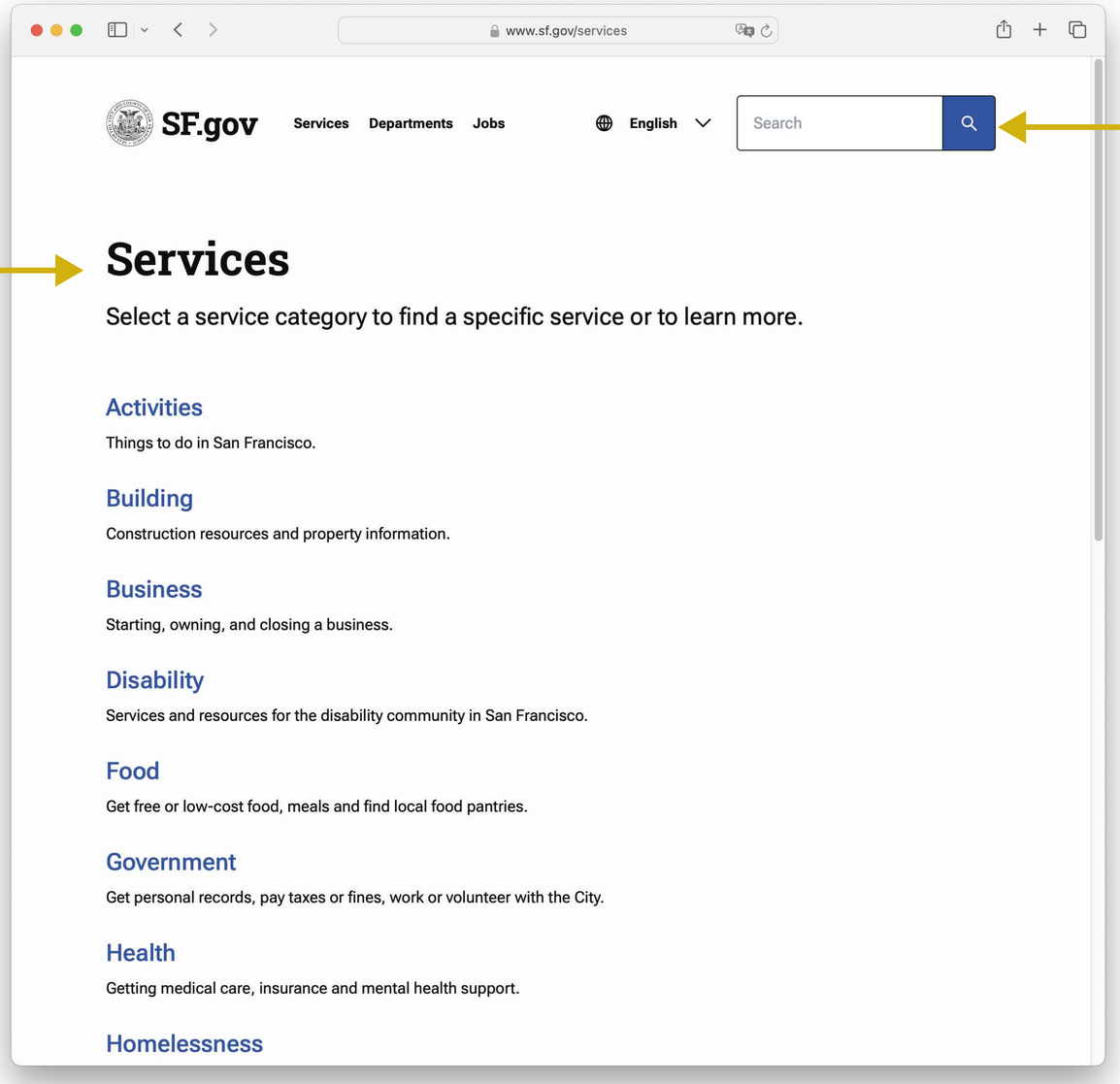


Search included in top nav

sf.gov

navigation

Comprehensive directory of City Services

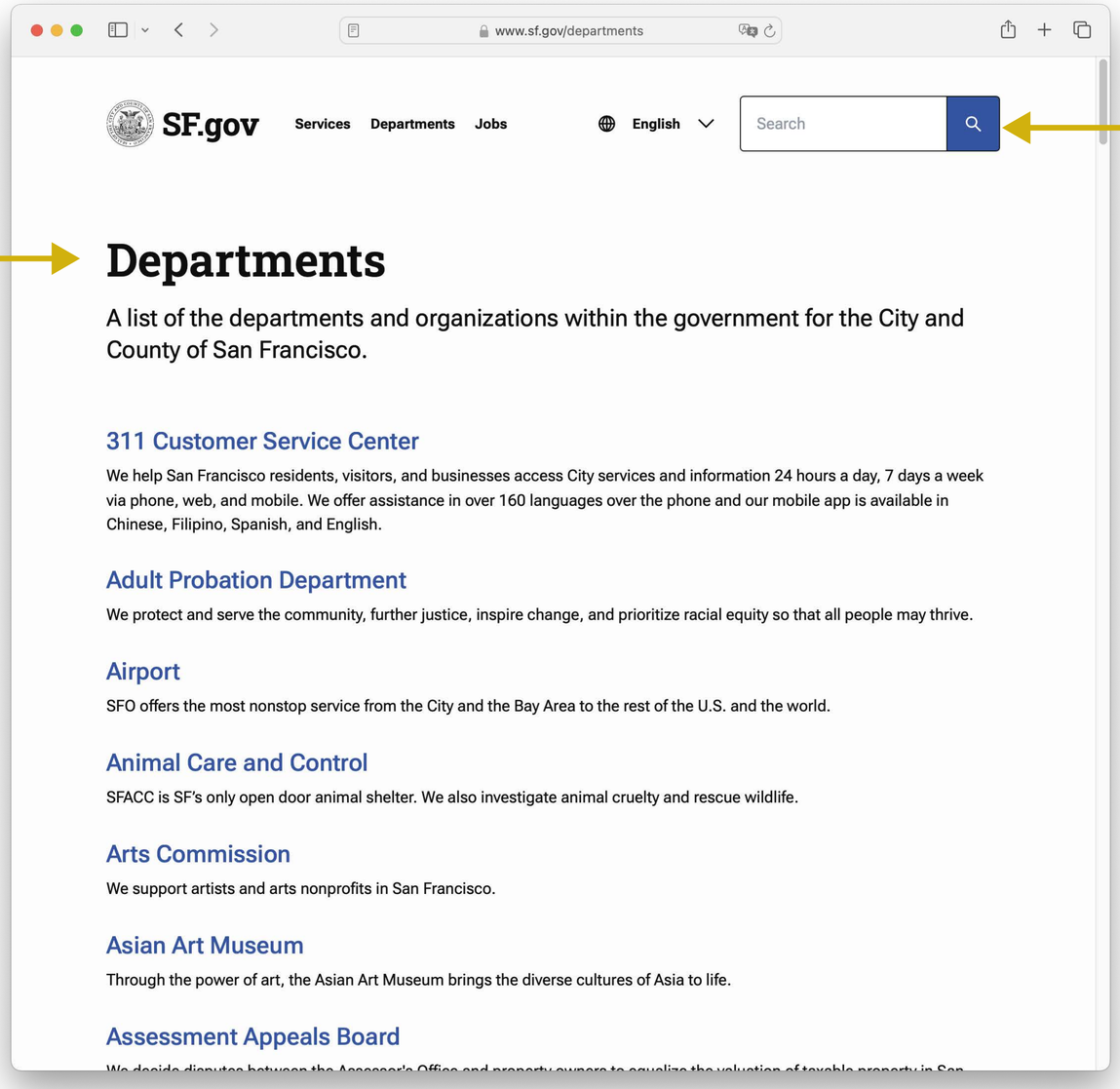


Search included in top nav

sf.gov

navigation

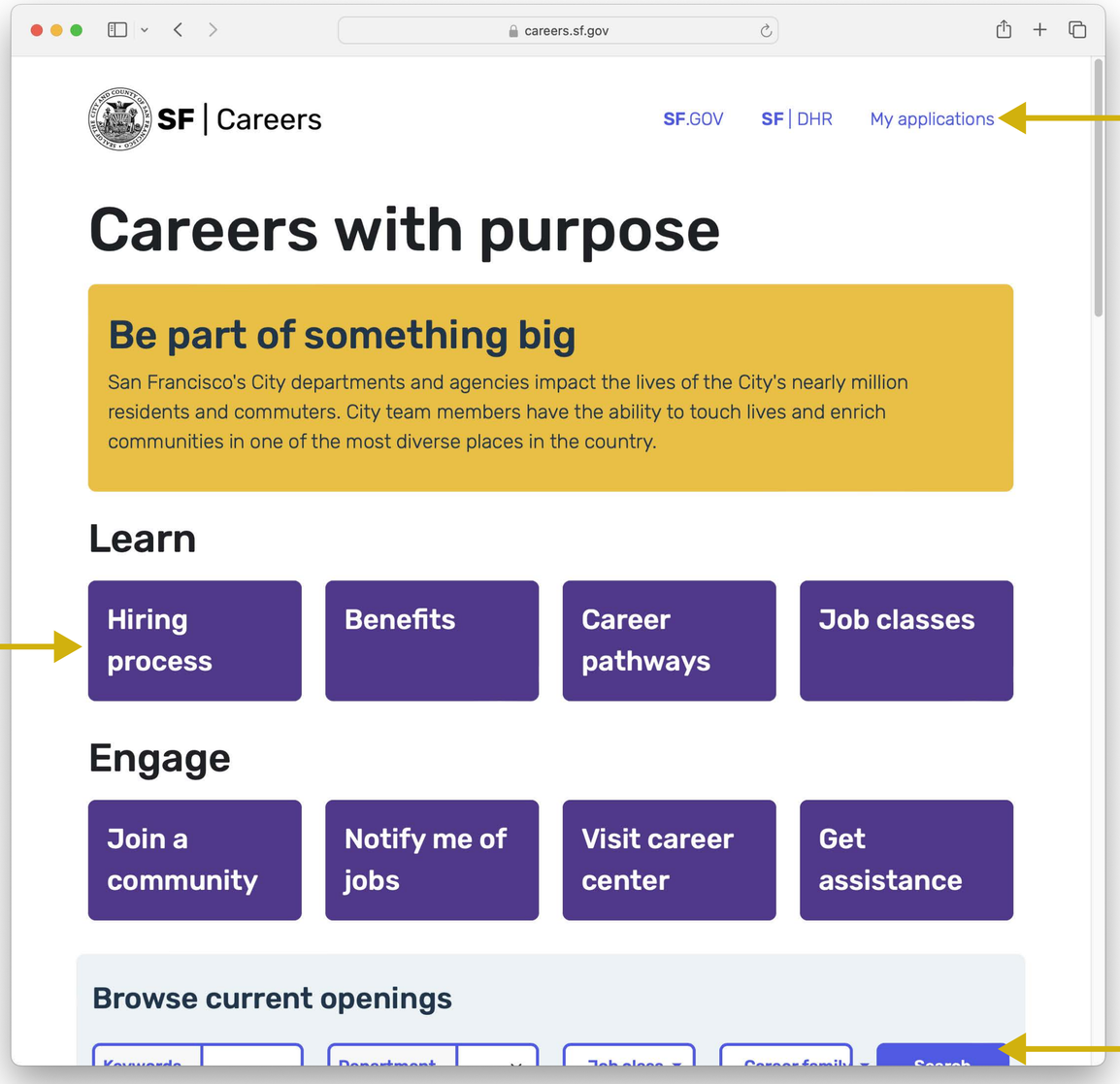
Comprehensive directory of Departments / Organizations



Search included in top nav

sf.gov

navigation



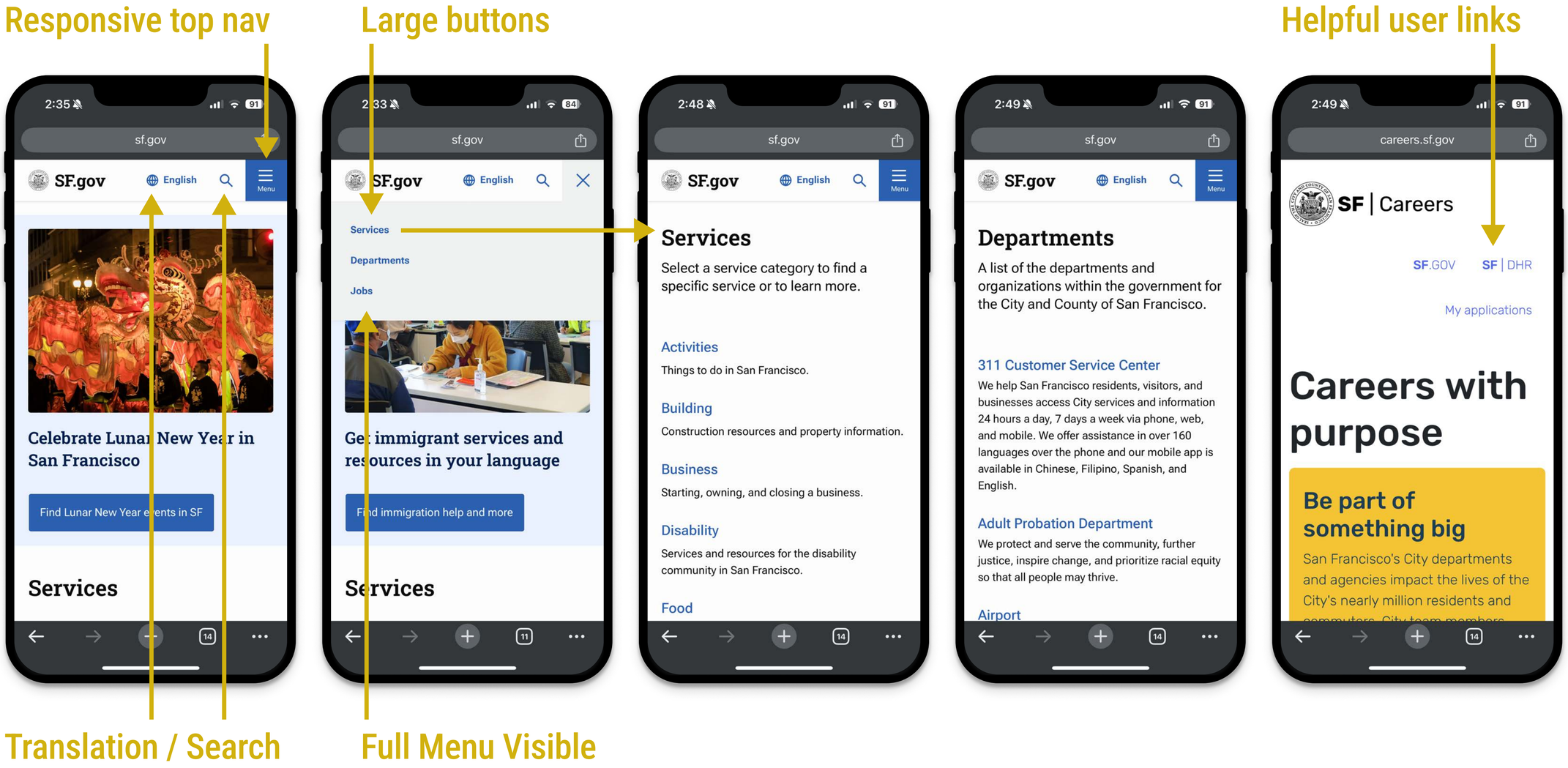
Helpful user links

Define expectations

Search filters

sf.gov

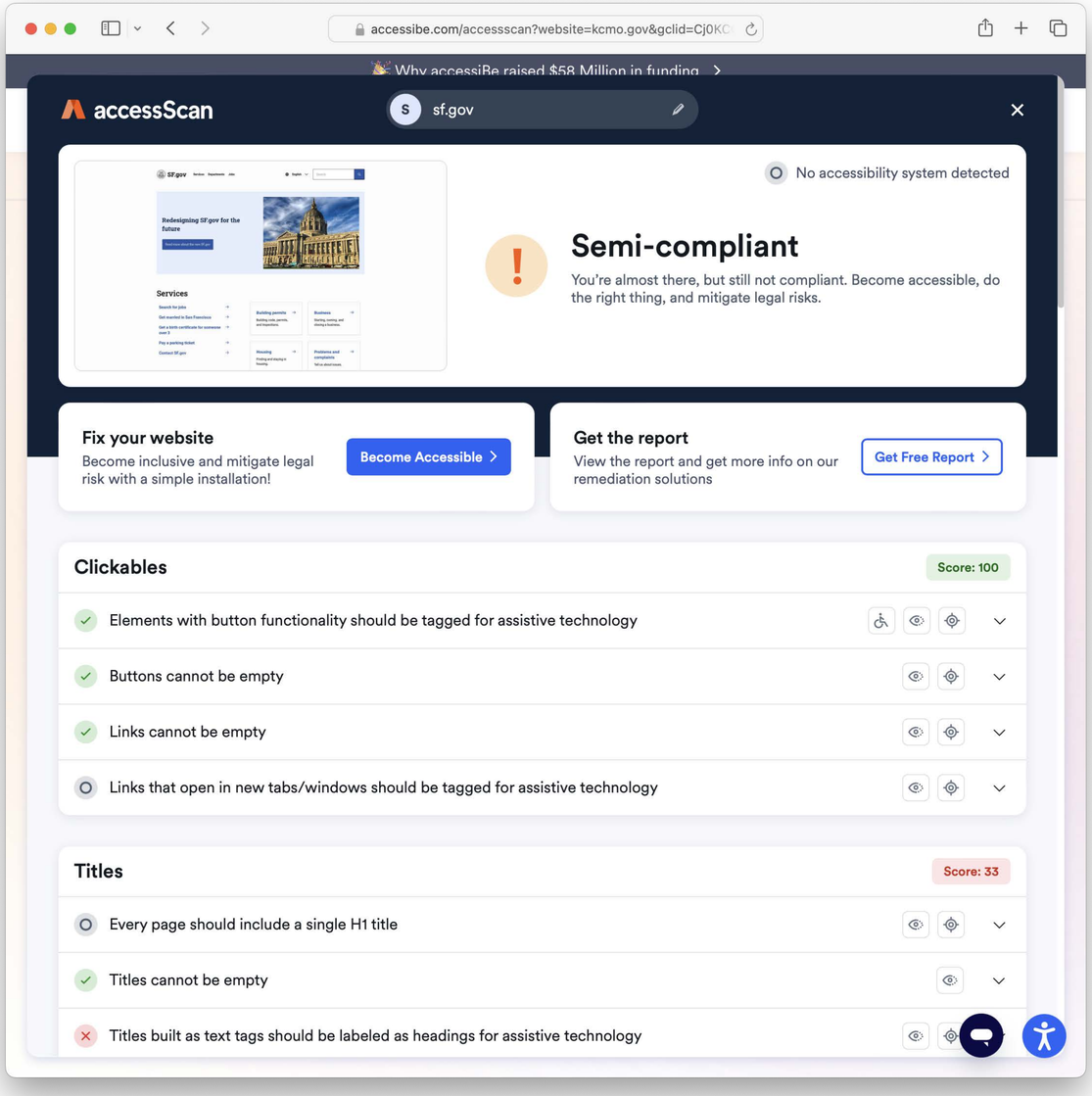
mobile navigation



sf.gov

WCAG Accessibility

Did not notice any visible accessibility assistance tools other than translation



sf.gov

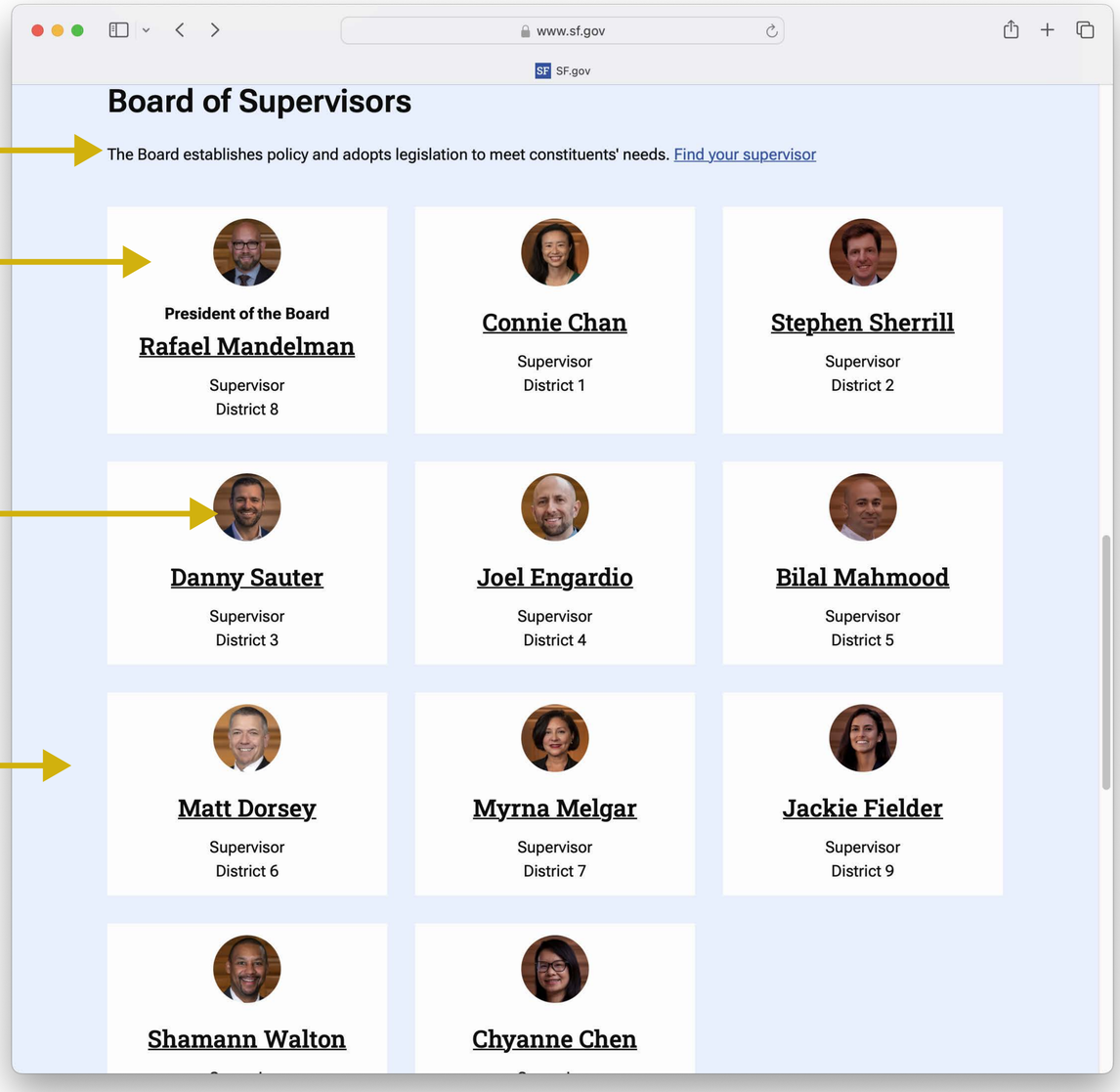
Layout & Aesthetics

Typographic hierarchy

Grid alignment

Professional portraits

Simple color palette



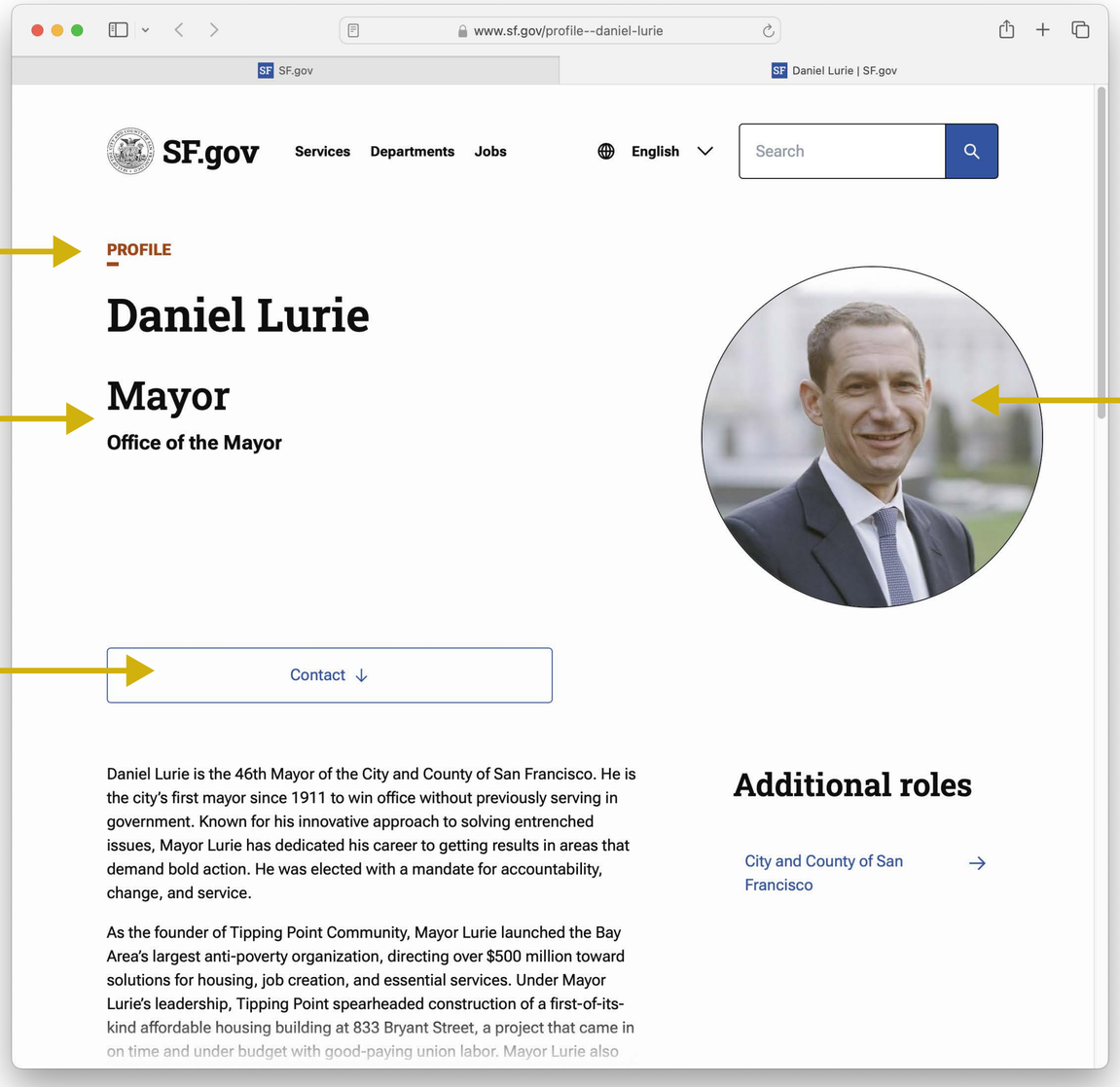
sf.gov

Layout & Aesthetics

Simple color palette

Typographic hierarchy

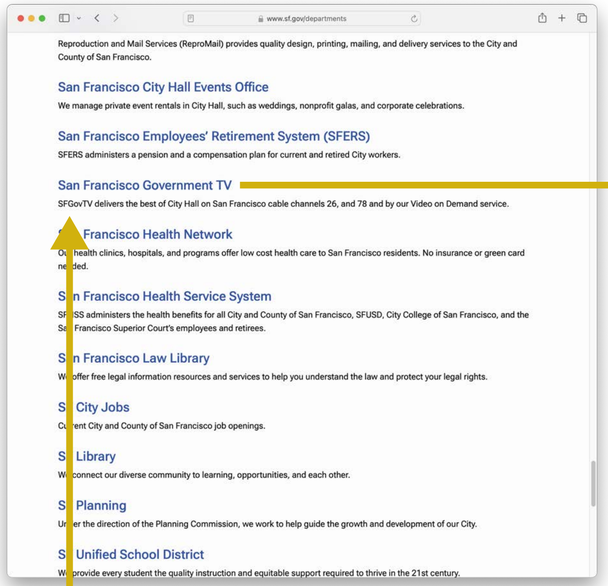
Large buttons

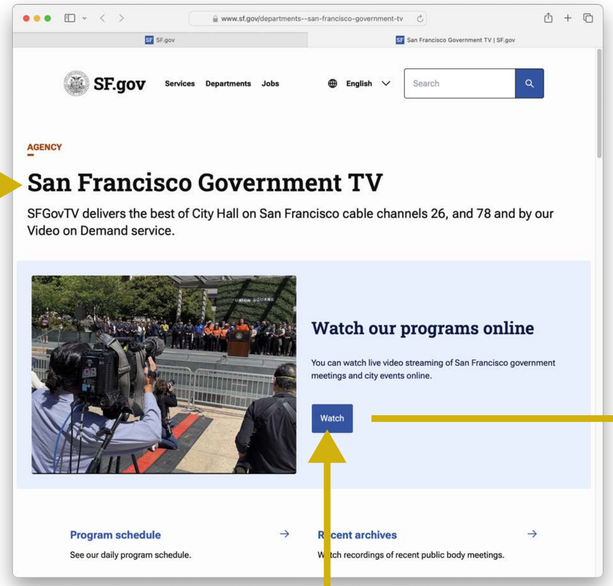


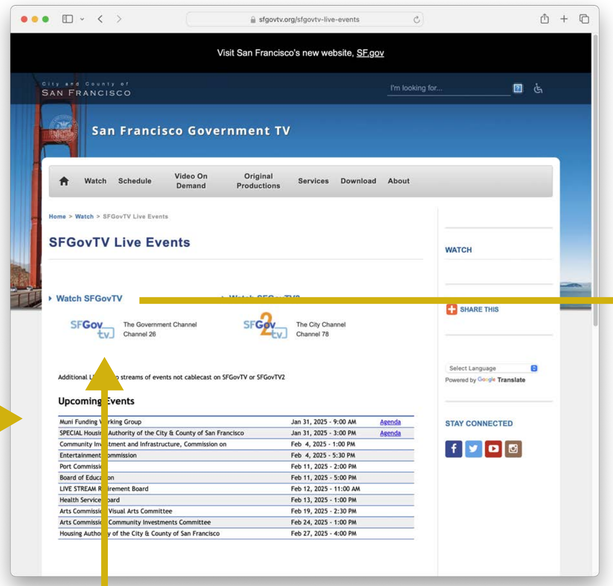
Professional portraits

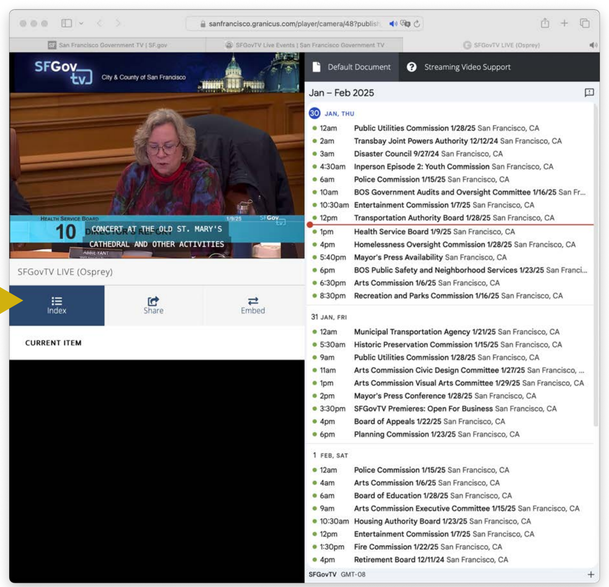
sf.gov

User Flow: Access Public Meeting









Select San Francisco Government from Departments page

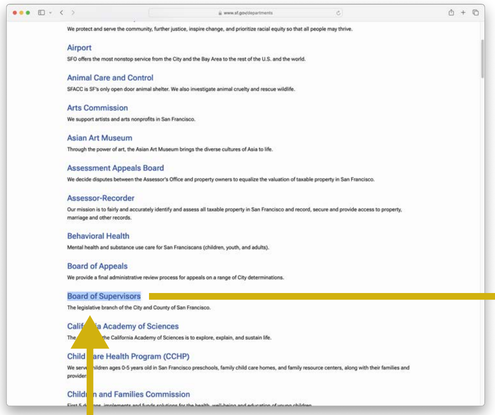
Select watch

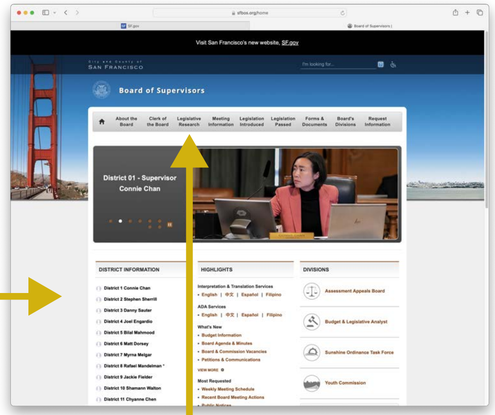
Select stream channel

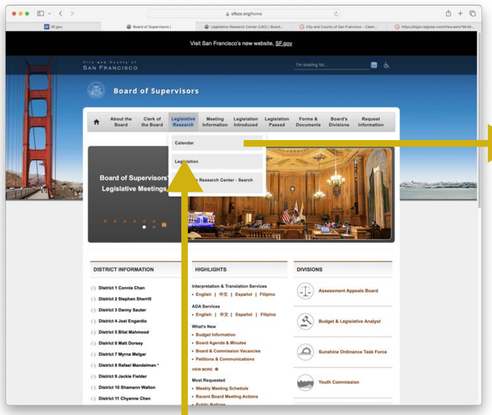
sf.gov

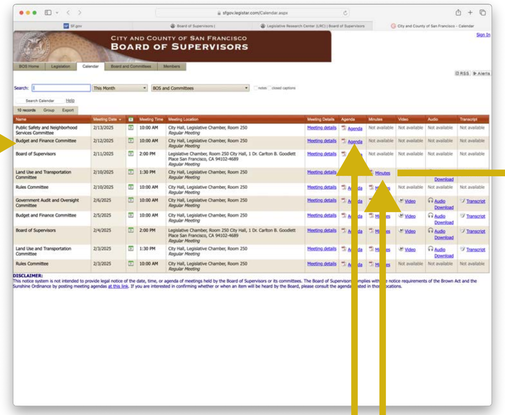
User Flow: Access Meeting Agendas / Minutes

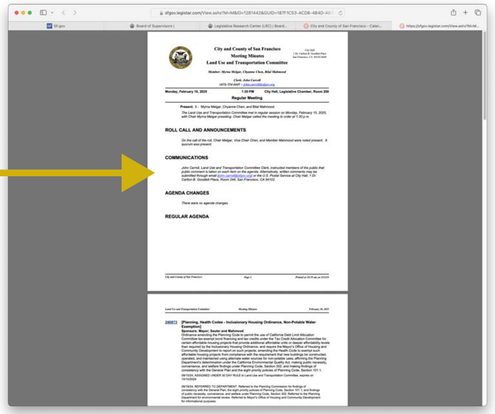
Board of Supervisors page is hosted by Granicus. Agendas and minutes are posted as pdf files.











Select Board of Supervisors from Departments page

Select Legislative Research from top nav

Select Calendar from drop down

Select agenda / minutes from meeting

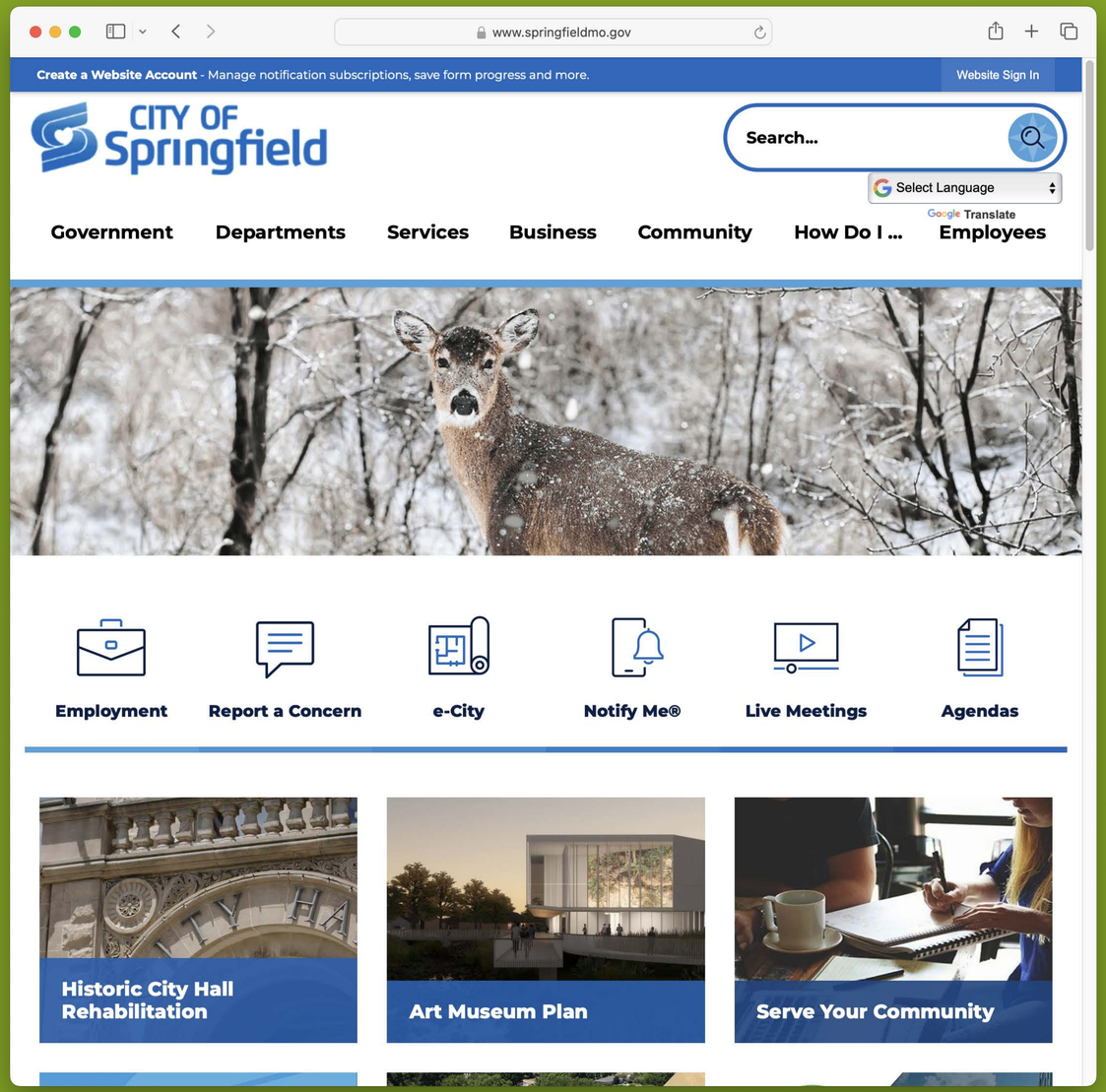
City of Springfield, MO

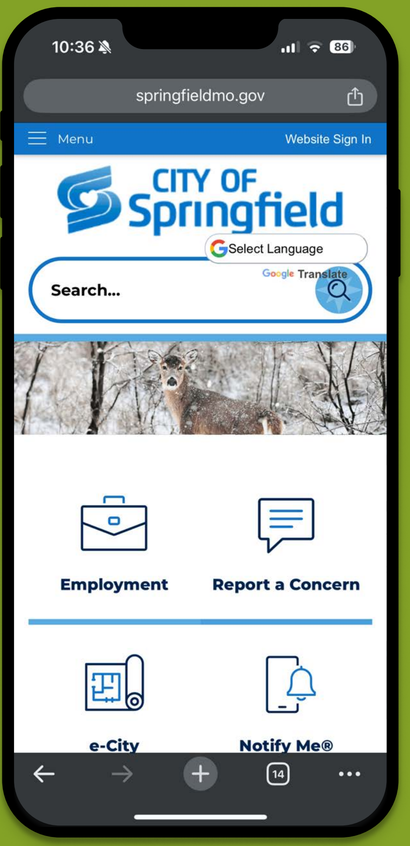
URL: springfieldmo.gov

CMS: CivicPlus

Widgets:
- Apple Whitelist
- Google Font API
- Google Tag Manager
- Smart App Banner
- COVID-19
- Google Translate Widget
- US Privacy User
- Signal Mechanism
- CrUX Dataset
- Azure Active Directory
- Offical US Government Domain
- Cloudflare Radar

Source: builtwith.com/springfieldmo.gov

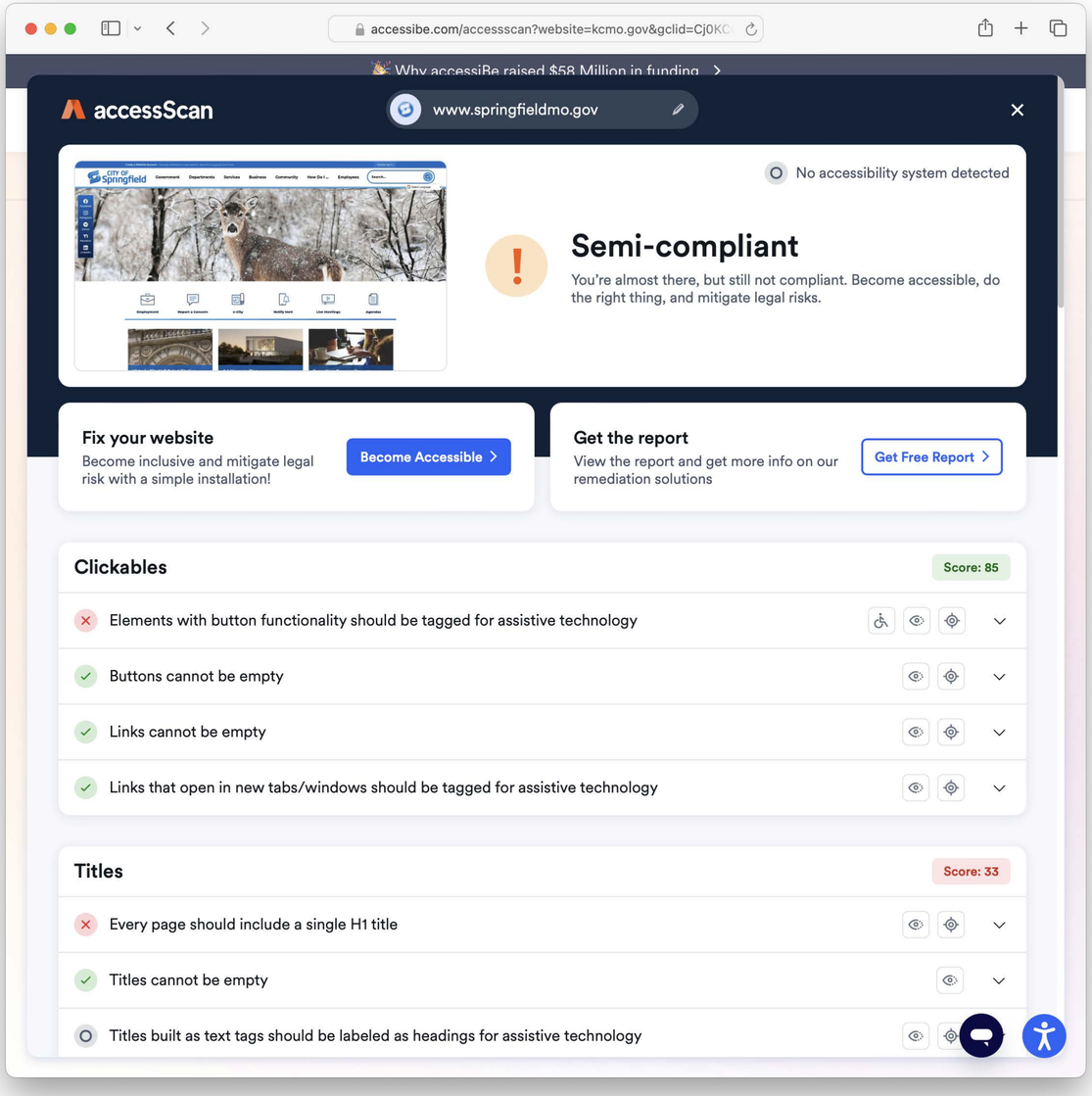




springfieldmo.gov

WCAG Accessibility

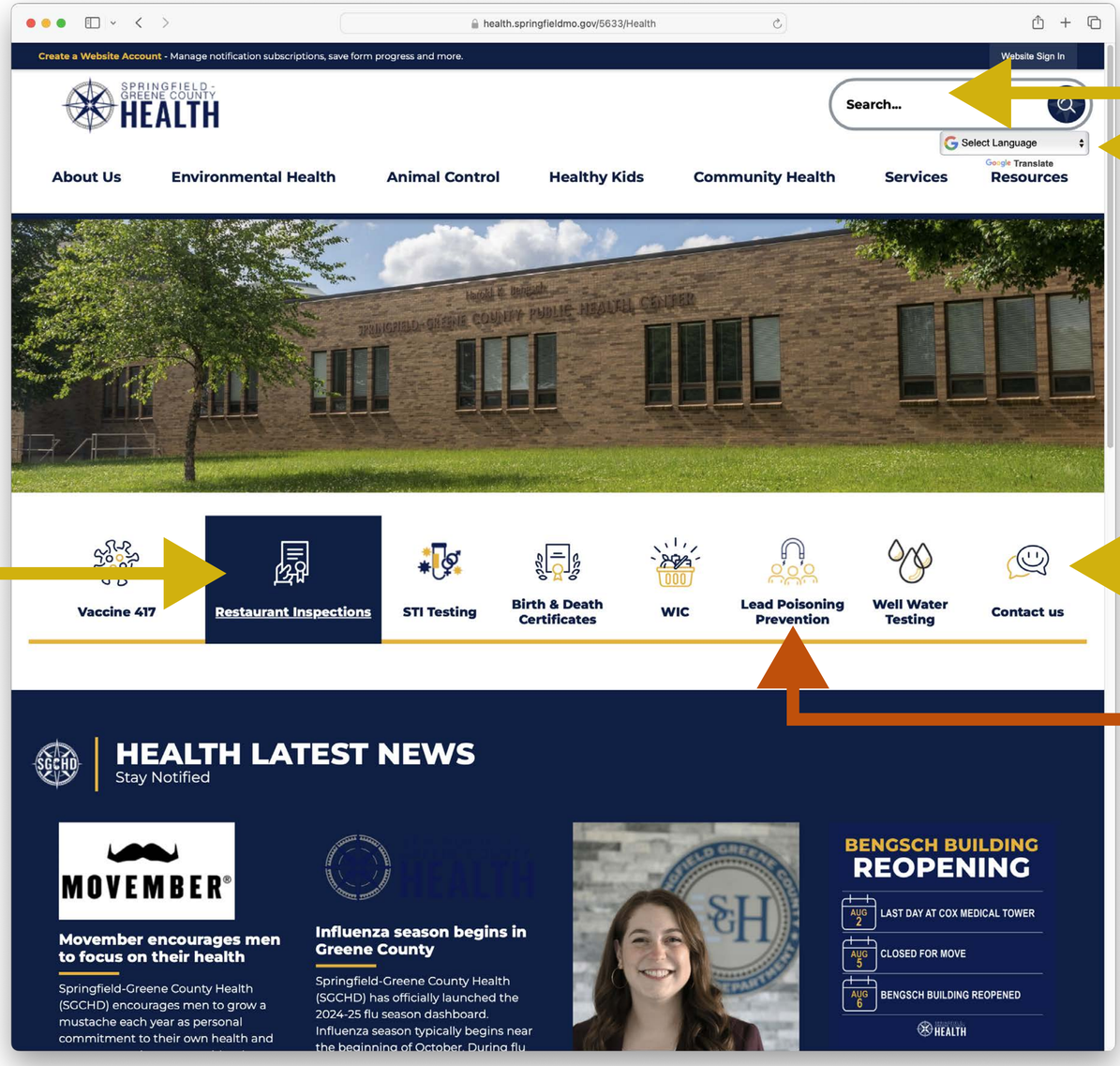
Did not notice any visible accessibility assistance tools (other than translation service pinned to top nav)



springfieldmo.gov

CoJ Department Inspiration:

Health



Search Bar

Translation

Animations

Meaningful Icons

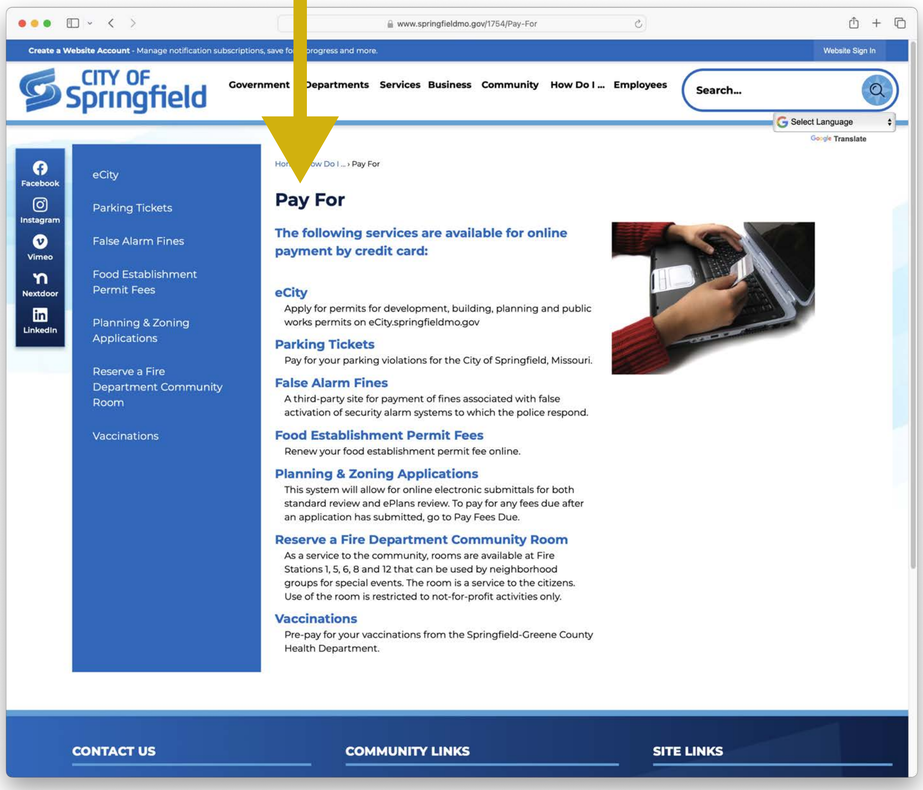
Meaning of some icons is unclear

springfieldmo.gov

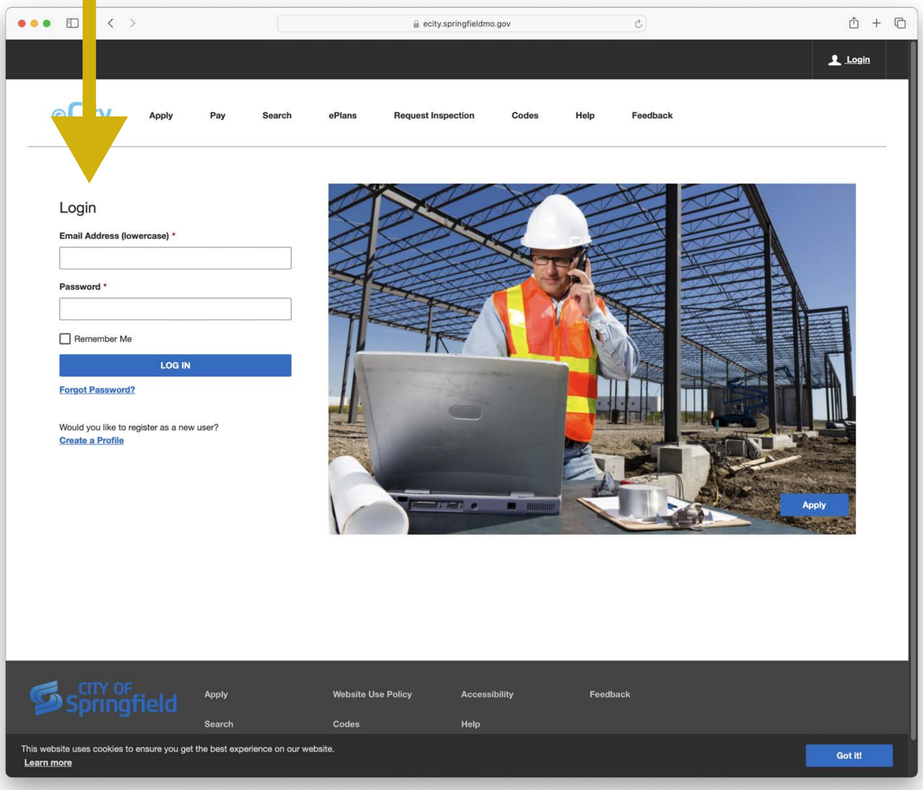
CoJ Department Inspiration:

Finance

Better Information



Interactive Payment

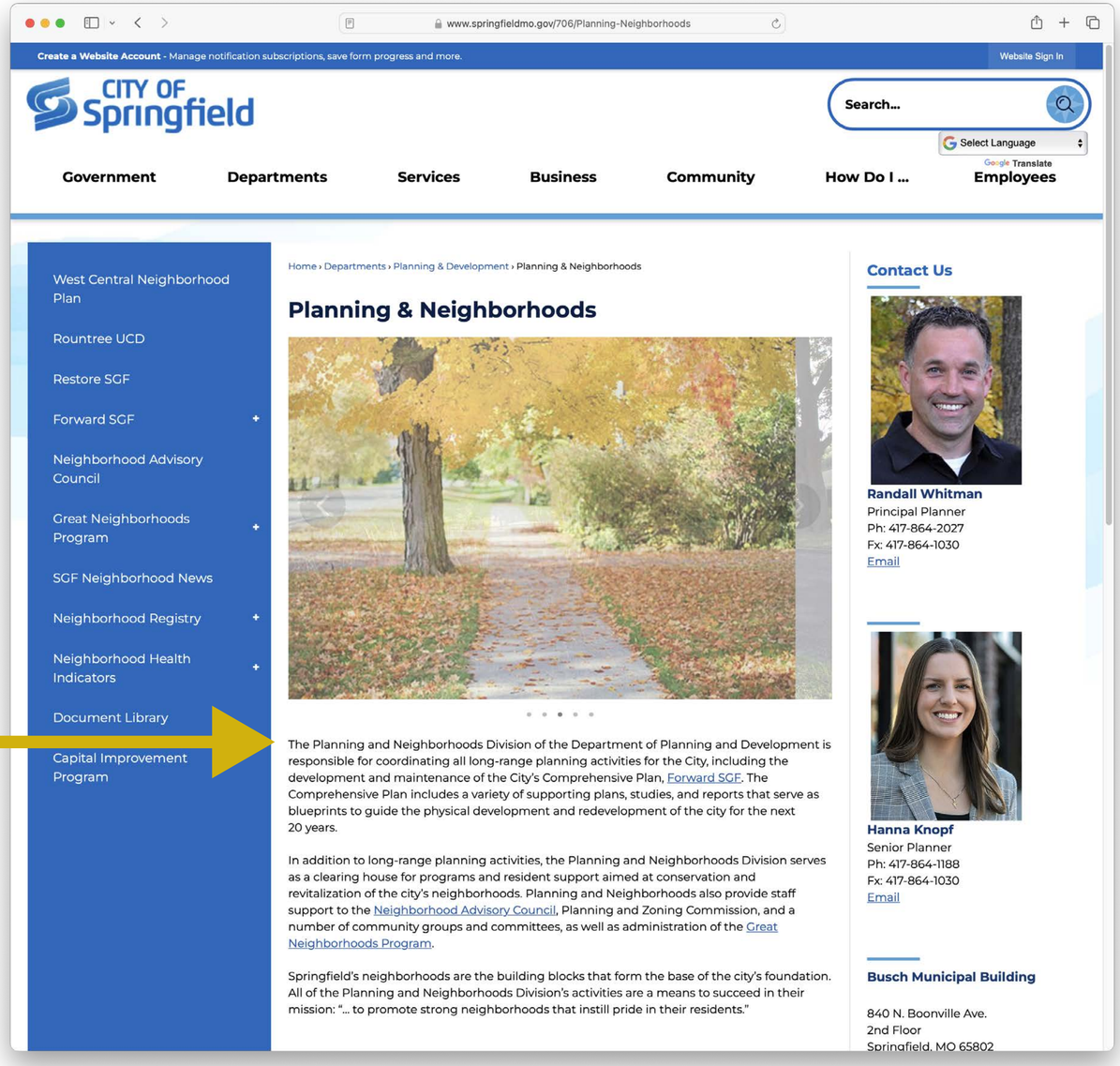


springfieldmo.gov

CoJ Department Inspiration:

Planning, Development, and Neighborhood Services

Relevant information included on division landing pages



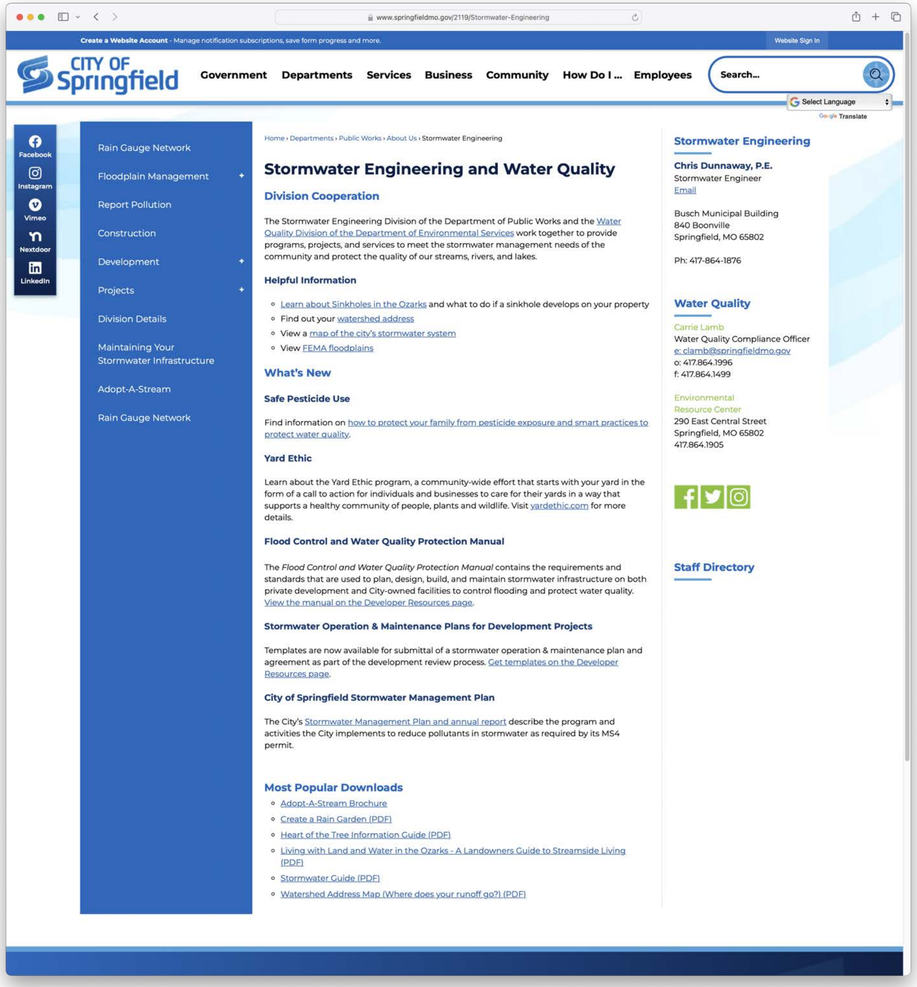
springfieldmo.gov

CoJ Department Inspiration:

Public Works

Relevant content





Could not find stormwater page using navigation. Used search function, but it was not first search result.

Conclusions

Observations

The majority of government websites that have been recognized for excellence in web design were built on general market CMS platforms (as opposed to those marketed directly to municipalities.) This allows for a higher degree of customization, as features (such as navigation) are less likely to utilize a template with overly-complicated results.

Desired Features

- Intuitive information architecture, navigation, and user flows
- Mobile first design
- WCAG AA compliance or higher
- Standardized layout and aesthetic guidelines
- Ongoing content audits
- User friendly back end user experience for design, editing, and content creation / management (ie, easily customize UI and layout for department landing pages, easily create customized buttons, edit menus/navigation, update images, etc.)

Public User Interview Summaries

January 2025

Jared Bruggeman

Joplin Sports Authority, Kiwanis, Twin Hills Country Club

User Goals

Frequent Tasks

- Bill payments
- Accessing meeting agendas
- Accessing staff directories for city services and contractors.
- Reviewing city council meeting agendas and minutes.
- Looking up event information (e.g., tournaments, festivals, leaf pickup schedules).

Recruitment, Development, Engagement

- Provide resources for tourism promotion and economic development
- Attracting and retaining skilled professionals
- Improved government transparency
- Encourage public participation
- Easy access to information fosters trust and community involvement.

Challenges

Information Architecture & Navigation

- Staff directory is difficult to locate
- Search results are inconsistent.
- Many links lead to PDFs, creating difficulties in viewing content on mobile devices.
- Difficulty locating the right contact information or resources (e.g., agendas missing explanations for absent minutes).
- Broken links, excessive clicks

Content

- Lack of updated information.

Notifications & Updates

- Timely posting of minutes

Interface & Visual Design

- Many links lead to PDFs, creating difficulties in viewing content on mobile devices.
- Inconsistent formatting across agendas and meeting minutes.
- Broken links, redundant clicks, and lack of updated information.
- Outdated aesthetic, limited appeal
- Navigation elements and links do not adapt well to smaller screens.

Mobile Devices

- Navigation elements and links do not adapt well to smaller screens.
- Many links lead to PDFs, creating difficulties in viewing content on mobile devices.
- Inconsistent formatting across agendas and meeting minutes.

Desired Improvements

Information Architecture & Navigation

- Clearer organization and content categorization for easy access.
- Improved search functionality with intuitive filtering options.
- Cross-linking to bios, press releases, and schedules.
- Unified structure for content

Features

- Notifications and event subscription capabilities.
- Real-time service updates (e.g., trash pickup, leaf collection).
- Interactive agendas linked to related content
- Rolling banners for important announcements and updates.

Interface & Visual Design

- Modern, professional visuals to make the site more appealing
- Consistent text formatting
  - agendas, minutes, and event calendars.
- Interactive
  - Cross-linked content (related staff bios or additional documents)
  - Maps that can provide real time updates on services
  - Agendas linked to related content
  - Include dynamic and easy-to-navigate calendars for events and city services.
- Integrated calendars that are visually appealing and clickable for more details.
- Add dynamic images and videos
- Scrolling event calendars

Mobile Devices

- Mobile-responsive design
- Text resizing
- Optimized navigation for smaller screens.

Steve Brown

Joplin Floor Designs, Building Board of Appeals

User Goals

Frequent Tasks

- Utility Payments
- Searching for ordinances
- Contacting staff

Device Usage

- Desktop PCs
- Smartphones
- Rarely uses a laptop.
- Values mobile-friendly designs for on-the-go tasks like utility payments.

Challenges

Information Architecture & Navigation

- Difficulty locating key features such as staff directories.
- Perceived inefficiency in finding department-specific contact numbers. Relies on external resources or personal connections to find appropriate contacts.
- Utility bill payment links not prominently displayed on the homepage. Often accessed via Google rather than internal navigation.
- Difficulty finding ordinances

Content

- Perception that some content might not be up-to-date (e.g., staff details, ordinances).
- External links to ordinances raise concerns about accuracy.

Interface & Visual Design

- Outdated visual design.
- Lack of alignment with modern web usability standards.

Desired Improvements

Information Architecture & Navigation

- Reduce clicks from the homepage to key pages
- Use standards for design, like predictable locations for key features (e.g., “Pay Now” buttons at the top)
- Direct links to city resources (council agendas, minutes, and videos)

Content

- Ensure all staff directories, council member details, and ordinances are current and accurate.
  - Introduce a centralized FAQ or citizen resource hub.
  - Promote access to newsletters, mayoral updates, and other communications on the homepage.
- Increase transparency in city operations through easily accessible council meeting information.
- Educate how public can interact with city departments and officials.
- Position the website as a tool for attracting business investments.

Features

- Streamline utility payments
- Chatbot:
  - Automated help with an option to escalate to live agents.
  - Enable users to ask specific questions like “Who is the finance contact?” or “Where can I find the ordinance for X?”
- Notifications and text / email reminders
  - Utility payments to reduce late payments.
  - City updates or weather-related cancellations for public events.
  - Enhanced notifications for city-run sports programs, including:
    - Inclement weather / cancellations.
    - Schedules and field assignments for athletic facilities.
  - Standardized communication chain for events or emergencies.

Interface & Visual Design

- Modernize the visual layout to make it appear less dated.
- Emphasize accessibility and user-friendliness to cater to potential stakeholders.

Jennifer Parr

Police Chief’s Citizens Advisory Committee

User Goals

Frequent Tasks

- Searched for police media reports.
- Regularly uses supplier sites for crafting materials and news websites

Challenges

Information Architecture & Navigation

- Difficulty finding after-hours emergency contacts for city services (e.g., sewer issues).

Content

- Inconsistencies in listed information lower trust in the website's reliability.
- Missing or outdated details undermine user experience.
- Inconsistent or missing department-specific contact details.
  - Identified an incorrect phone number listed on the website.
- Noted changes in how incident reports are displayed (now requiring specific case numbers).

Interface & Visual Design

- No logical placement for critical information like after-hours contact numbers.

Device Usage

- Navigation is equally cumbersome across devices, though the rendering differences are minimal.

Desired Improvements

Information Architecture & Navigation

- Streamlined menus and fewer steps to access important pages
- Structured categorization and logical paths to find content

Content

- Ensure that all information is up-to-date, complete, and easy to find.
- Single, intuitive landing page for each department, listing all relevant links.
- Logical layout for services, maps, and local attractions.
- Clear contact information for each department, available on both central and department-specific pages.
- Prominent links or buttons for after-hours crises, labeled clearly (e.g., "Urgent Concerns").

Features

- Direct channels for updates and news from the city, reducing reliance on third-party outlets.

Christina Williams

CGA Architects, Former Council Person, Solid Waste Board, Parks & Rec Board, Bike Walk Joplin

User Goals

Frequent Tasks

- Interacting with City Departments
- Accessing building codes
- Accessing information for area nonprofit agencies

Challenges

Information Architecture & Navigation

- Desire for streamlined access to frequently requested services.
- Inability to locate specific services or resolve issues quickly.

Content

- Frustration with outdated or incomplete information.
  - Discussion on inconsistent communication between city departments.
  - Need for clear, direct channels for user interaction.
- Lack of alignment between user needs and available features.

Interface & Visual Design

- Site failed to meet basic usability standards.
- issues with dropdown menus and search tools.

Desired Improvements

Information Architecture & Navigation

- Logical categorization of services.
- Streamlined menus and accessible content organization.
- Incorporation of analytics to improve search results and user recommendations.

Content

- Building trust by making processes and information publicly available
- Conflict resolution services.

Interface & Visual Design

- Consistent and intuitive
- Accessibility for all demographics.

Features

- Consolidated platforms offering multiple services in one place.
- Interactivity (e.g., forms, FAQs)
- Integration of Digital Tools:
  - Use of mobile applications to bridge service gaps.
  - Leveraging technology to provide up-to-date information
- Examples of Successful Features:
  - Widgets for real-time updates.
  - Video content for instructional purposes.
- Personalization – suggestions for tailoring services based on behavior or preferences.

Key Findings

UI / UX

- Intuitive Navigation and Architecture / reduce number of clicks to reach destination
- Cross-link content
- Improve search with filtering capabilities
- Increase interactivity and streamline processes (ie Utility Payments)
- Prioritize mobile experience
- Emphasize accessibility and user-friendliness
- Consistent typography
- Utilize notifications and text / email reminders
- Develop ai chat bot

Content

- Must be constantly audited for accuracy, completion, timelines, and maximum comprehension for widest audience
- Education resources for interacting with City officials and departments
- Each department page needs to act as a landing page with all relevant links to applicable services
- Contact information

Additional Considerations

- Multiple users mentioned being skeptical of the accuracy of information that is posted on external sites like Municode
- Importance of training city staff to handle user queries effectively.

All UI/UX & Content Findings Are Minimum Requirements

Public facing AI chat bot assistant may be considered a preferred feature

CMS Platform Comparisons

February 2025

Overview

The City is researching potential CMS platforms for hosting the new website. Currently, the City site is on CivicPlus, a type of traditional CMS tailored to municipal governments. We wish to discuss alternative options, including open source traditional CMS (e.g., Drupal, Joomla, etc.) and headless CMS platforms (e.g., Contentful, Strapi, etc.).

Needs

Communicating Information

News, alerts, public notices, etc.

Public Services

Bill payments, permit applications, service requests

Engagement

Events, public meetings, events, feedback

Accessibility

ADA & WCAG compliance, multilingual support

Security & Reliability

Cyber threat protection, uptime guarantees

Internal Considerations

Limited Team Personnel & Availability

Currently the web team is Tony Otero, who has been tasked with spending 40% of his work week dedicated to web development and maintenance.

User friendliness for other department staff

Limited technical expertise to manage complex systems

Software Integration & Ease of Use

Department staff have expectations of maintaining content relevant to their assigned pages using their preferred software.

Cost

Especially initial development.

Government Focused CMS Platforms

In addition to general traditional CMS platforms like WordPress and Drupal, some platforms are specifically tailored for government websites, such as CivicPlus and Granicus. These platforms cater to the unique needs of state and local governments, offering built-in compliance, accessibility, and public engagement tools.

Pro

Free Forever

The city has a contract with CivicPlus that they will host our site on their platform for free forever.

Familiarity

The City of Joplin has been a client of CivicPlus since 2012, and most staff have an established workflow to accomplish their duties.

Contracted Redesign

According to our contract, CivicPlus will give us an updated site design for free.

Cons

Insufficient Training

Many back-end tasks are difficult to accomplish, and established workflows do not follow best practices.

Customization Limitations

Customization is limited to what is allowed by the vendor. Regularly lacks flexibility of integrating with external software applications.

Lack of Innovation

Limited capabilities render the platform behind modern web development trends and user expectations.

Frustrating Back End Experience

Limitations with the platform's back end, including user login, embedding media, creating buttons, designing interactive forms, etc.

Open Source CMS

A Traditional CMS is an all-in-one solution where the backend (content management, storage) and frontend are tightly coupled. Examples include WordPress, Drupal, Joomla, and TYPO3.

Pro

Low Development Cost

Open-source solutions offer cost-effective options.

User Friendly

Easy to use (with appropriate training) for non-technical staff.

Quick Deployment

Ready-to-use themes and plugins streamline setup.

Customizable

Multiple software integrations and plugin options provide interactivity for events, forms, and municipal services.

Commitment to Accessibility

Adheres to WCAG 2.1 AA standards, semantic HTML, and continuously improving features.

Cons

Security Risks

Some platforms (especially WordPress) require frequent updates and security patches.

Limited Platform Support

Optimized mainly for web; mobile apps require extra development.

Headless CMS

A headless CMS stores and organizes content separately from how it's displayed. Instead of being tied to a single web design, it delivers content to websites, mobile apps, and other digital platforms. This provides improved flexibility, security, and scalability, but it requires developers to build the front-end, making it less user-friendly for non-technical teams. Examples include Contentful, Strapi, Sanity, and Directus.

Pro

Speed and performance

A headless site offers a layer of protection to your back end server, offering seamless crisis communication support

Scalability

Customized omni-channel content delivery for all departments and services (public transit, police, finance, etc.) and personalized chatbots without sacrificing performance.

Cost Efficiency

Prioritize data design over development

Security

Transmitting content as read-only data protects the back end from attacks with multiple layers of code. Headless sites are also better protected from DDoS attacks as this translates to a single request in a headless CMS.

Multi-Platform Flexibility

Content can be used for web, mobile, social media, and even digital kiosks.

Future-Proof

Easier integration with modern technologies (AI chatbots, voice assistants)

Cons

Technical Expertise Required

Requires developers to design the UI separately, giving full creative control but requiring a high level of technical expertise.
Non-technical content editors may also need developer support to make layout changes.

Higher Initial Development Costs

Front-end is built with JavaScript frameworks.

WordPress

Wordpress is one of the most popular CMS platforms. Its ease of use, plugin ecosystem, and SEO capabilities make it a go-to solution for many businesses.

Pro

Ease of Use

User-friendly interface allows non-technical users to easily manage content.

SEO

Equipped with strong SEO features and plugins make optimizing your website for search engines simple.

Customization

WordPress can be easily add booking tools, payment gateways, and other features

Source Code Access

Access the source code and make amendments deep into the platform.

Cons

Security

Widespread use makes WordPress a frequent target for hackers.

Plugin Dependencies

Many plugins are developed by independent developers and may lack proper security audits or long-term support

Performance

Government sites often require high uptime and fast loading speeds, which may demand expensive optimizations (e.g., caching, CDN, dedicated hosting).

Search Functionality

Default search is inefficient for large-scale sites. Advanced features require plugins.

Maintenance

Updates can break compatibility, leading to website downtime or functionality issues. Customizing source code frequently makes future updates difficult and costly.

User Permissions

Lacks fine-grained control over permissions. The City requires complex access controls, which need additional plugins or custom development.

WCAG Compliance

WordPress does not natively ensure WCAG compliance or built-in multilingual functionality, requiring extra customization and audits.

Department Website Findings

April 7, 2025

Overview

The purpose of the website is to be a warehouse of information and interactive workflows to accomplish tasks. As a proactive communications hub, a site needs to have customized notification capabilities.

The Marketing & Communications Department has done extensive study for the redesign of joplinmo.org, including public and internal surveys, interviews, and consulting area web experts. This presentation is an overview of those findings, organized into six categories and ranking the necessity of capabilities.

As the City decides upon the next course of action, the suggestions made in each category will be used as a guide to evaluate potential solutions for the redesign of the website.

Categories:

- Content
- Workflow & User Experience
- Visual Design
- CMS Platform
- Software Integrations
- Security

Content

The new site will be built from scratch, so all content will be evaluated and categorized into one of four types:

- **Content appropriate to migrate as-is**
- **Content requiring editing before migration**
- **Content needing to be created/recreated**
- **Content that will not migrate to the new site**

The MarCom team will create a process for drafting/ updating content, as well as accuracy review before going live. MarCom will assist with drafting or editing in addition to a second layer of approval for all content going to the new site.

When the new site is launched, all content will be **regularly audited** internally for accuracy, usefulness, completion, timeliness, brevity, and maximum comprehension for the widest audience. Additional quality control procedures may be required. In addition, the webmaster will set content review deadlines and ensure departments update their content on schedule.



Content

Minimum Requirements

Comprehensive directory of services/programs (including partnering organizations) leading to department/division pages.

Each department has a unique landing page URL, menus, content, contact information, and information on services / facilities.

Dynamic syndication of updated content.

Content defaults to interactive multimedia embedded directly on page – avoid posting pdf's when content is more accessible through page text (exceptions include large reports and publications).

Examples

- Cross-link instances of content throughout site
- Staff directory with relevant contact information
  - Choose to include a public facing directory, and whether it is comprehensive or select
- Public Works project progress trackers
- Department specific calendars with event categories
- Department specific partner organization links
- News blogs with categories & subscriptions
- News carousels with stories linking to pages
- Embedded video, photos, forms, GIS maps, etc.

Content

Desired Features

Each department landing page could have customized data dashboards relevant to site visitors.

Examples

- Finance:
  - Budget numbers, graphs, and YTD actual expenditures
- Police:
  - Calls for service, crime stats, crime map
- Public Works:
  - Expenditures per project, map of maintenance, ADA projects, sidewalk projects, etc.

Content

Content Excellence

Content is ready to be presented via multiple websites, mobile apps, and internet-of-things.

Public access channel live streaming public meetings, PSA’s, MarCom video content, etc.

Examples

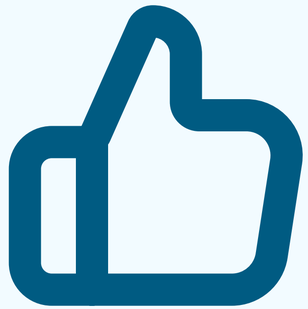
Internet-of-things includes:

- Browser based site
- Department-specific mobile apps
- Digital signage & billboards
- Smart TVs
- Kiosks
- Smart voice assistants (Alexa, etc.)
- Augmented reality experiences

Workflow & User Experience

Users from the public and City staff use the site to accomplish goals. The feeling a user has when navigating the site, accessing information, and working on tasks is called user experience (UX). A website focused on good UX is essential for serving the community.

Residents visit joplinmo.org to access information, pay bills, or submit forms, and a poorly designed site leads to frustration with the City. By prioritizing good UX the City can ensure our website is user-friendly and efficient, encouraging trust and increased engagement.



Workflow & User Experience

Minimum Requirements

Mobile first design (63% of visitors are on mobile).

Site navigation must be intuitive.

Prioritize accessibility & language translation.

Search tools must have results filtering capabilities.

Simplify workflows to accomplish user goals.

Default to interactivity.

Automating communications with a variety of triggers – geofencing, request responsiveness, and user-initiated process updates.

Examples

- Concise menu design to mitigate overwhelming options.
- WCAG 2.0 AA compliance minimum
- Embed media directly on page (no links to videos/etc.)
- Use of navigation breadcrumbs
- Embed videos with auto-play or click-to-play, AND defaulting to mute/unmute
- Online payment capabilities
- Friendly URL’s
- Interactive GIS maps with helpful pre-filtered layers
- Public meetings video streams
- Custom email / text alerts / browser notifications
- Seamless registration (with calendars/scheduling) & payment
- Autopay utilities with credit card through site
- Ability to purchase fire permit online
- Ability for users to upload relevant files when necessary
- Transit location trackers
- Live updates of leaf pickup/snow removal on GIS maps

Workflow & User Experience

Desired Features

Public facing AI chat bot assistant

Custom language translation of meaning (because Google Translate defaults to word-for-word, meaning can be lost in translation).

Examples

- WCAG AAA compliance when possible is preferred
- Email addresses allow for full last name without character limit

Workflow & User Experience

Workflow & UX Excellence

Paperless workflow for citizens and efficient back-end software for staff.

Single user account that interacts with any department.

Single shopping cart for transactions with any department.

Multiple departments expressed interest in developing custom mobile apps.

We owns apps, made available as free downloads with in-app purchase as determined by the City.

Examples

- Parks & Recreation mobile app(s)
  - Parks & Pools
  - Golf
  - Museum
- Public Safety
  - Report crime & illegally occupied structures
  - Crime map
  - Fire permit applications & burn conditions
- Public Transit
  - Bus location/ETA
  - Routes & Schedules
  - Book a MAPS ride
- Planning Development & Neighborhood Services
  - Developer / builder account for inspection status
  - Schedule inspections
- Health Department
  - Medical appointments & class registration
  - WIC benefits
  - Animal control requests

Visual Design

Visual design and user interface (UI) design are critical components of a website's overall user experience, directly influencing how site visitors perceive the City. Successful visual design ensures the site is aesthetically pleasing, and encourages engagement and trust.

A well-structured UI allows users to locate information and services effortlessly. By prioritizing consistent layouts, branding, color, and type, joplinmo.org can enhance usability, accommodate needs, and promote civic engagement. Neglecting these elements results in a cluttered and confusing layout that harms credibility and damages public trust.



Visual Design

Minimum Requirements

Designed with accessibility in mind, with a minimum standard of WCAG AA compliance.

Mobile first, responsive design.

All visual elements consistent with City's brand guidelines and design system.

Interactive media embedded directly on pages.

City staff will provide content, but design decisions will be determined Webmaster using brand guidelines and design system.

Examples

- Clean and simple design
  - Content visually organized with grids, tabs, etc.
  - Large buttons
  - Mobile friendly tables, charts, etc.
- Search bar located on top of page with navigation
- High quality, local photos/videos – no stock images
- Meaningful iconography
- Embedded video
- Interactive GIS maps, forms, etc.
- CMS login for backend users not visible to public
- Custom news/promotions carousels for each department header/landing page where each slide is a link to a page
- Ability to place video in headers

Visual Design

Desired Features

High degree of customizability for webmaster, not restricted to default CMS design settings or process.

Examples

- Figma integration
  - Native integration with City design system in CMS
- Webmaster can easily design and implement new visual components in the future

Visual Design

Visual Design Excellence

Future-proof visual design is compatible with full range of internet of things

Examples

- Desktop browser
- Mobile responsive
- Mobile & Tablet apps
- Smart TV
- Kiosks

CMS Platform

A Content Management System (CMS) platform is a software service for the creation and management of a website without requiring advanced coding knowledge.



CMS Platform

Minimum Requirements

CMS is intuitive, with in-depth training for all back end users before launch.

24/7/365 US-based live tech support via chat, email, and phone.

Account support available as needed.

WYSIWYG editor view.

Ability to track financial transactions (purchases, refunds, canceling transactions, etc.)

Ability to distribute surveys.

Examples

- As-needed training available for future backend users
- Tutorials and documentation resources
- Easily create and manage back-end user permissions and define responsibilities and workflows
- Helpful internal asset management with search & filtering
  - efficiently place media in desired location
- Supports customizable short/memorable url's
- Built-in discussion boards
- Alert banners
- Ability to create & embed custom widgets to syndicate content

CMS Platform

Desired Features

Built-in workflow for review and approval by necessary department staff before content goes live.

Built-in asset management tools with user based permissions settings and searchable metadata filtering.

User friendly backend UX for design, editing, and content creation / management.

User testing built into platform.

Dedicated web development team to helps with:

- Transition to new CMS
- Development of information architecture
- Involving webmaster in development and design of UI
- Ongoing development support for future iterations of applications, etc.

Examples

- Built in language translation services
- Easily customize layout for department landing pages
- Easily create customized buttons
- Easily create/edit menus/navigation
- Easily update images, multimedia, etc.
- A/B testing capabilities, etc.
- WCAG compatibility testing
- Customizable metadata, eg content category tagging
- Integration of design system with collaborative interface design software (Figma, FontAwesome, etc.)

CMS Platform

CMS Excellence

Ability to create downloadable mobile apps.

Ability to send curated information to internet-of-things.

Examples

- Website
- Smart TV & Digital Signage
- Kiosks
- Mobile Apps
  - Parks & Recreation mobile app(s)
  - Public Safety
  - Public Transit
  - Planning Development & Neighborhood Services
  - Health Department

Software Integrations

The site can only work as well as the software communicating with it – the website is only the tip of the iceberg.

Joplinmo.org relies on software to provide information via APIs (applications that transmit data from City software directly to our site.) Our site can only be as efficient, user-friendly, and secure as the software used by City staff. This requires software integration that meets expectations for all parties.

Investing in well-developed software with helpful APIs is crucial for ensuring an efficient government website. When a website runs smoothly, it builds trust, showing that the City is reliable, transparent, and equipped to serve the community effectively.



Software Integrations

Minimum Requirements

Software APIs must be capable of integrating with CMS.

Ability to track financial transactions (purchases, refunds, canceling transactions, etc.)

Seamless integration with Parks & Recreation software.

Ability to receive payments and sync with ERP software and other softwares that track accounts (dependent on APIs).

Examples

- CMS uses current software API's
  - CMS compatible with more more robust API's from potentially upgraded software in the future
- Reservation / Registration software
- Integration with ArcGIS
- CentralSquare or replacement ERP
- Integration with Click2Gov

Software Integrations

Desired Features

Paperless workflow for the public.

Upgraded software with improved workflows & APIs for departments desiring it.

API’s able to integrate City brand standards.

Bid Management Software for City vendors.

Transit software.

Superior solution to service request software (See.Click.Fix).

Integrate software or ability to build CMS native workflow to present and track progress of key initiatives and strategic plans.

Ability to encode and archive video streams within CMS

Examples

- HR software for tracking applicants and automating onboarding process
- See.Click.Fix or similar
- TripSpark or similar
- Envisio or similar
- IonWave or similar
- Replace Granicus video streaming server

Software Integrations

Software Integration Excellence

Efficient back-end software for staff.

Customized software development for those desiring it

Examples

- Smart TV & Digital Signage
- Kiosks
- Mobile Apps
  - Parks & Recreation
  - Public Safety
  - Public Transit
  - Planning Development & Neighborhood Services
  - Health Department

Security

Cybersecurity is critical for the City website, as it handles sensitive data, financial transactions, and essential public services. Strong security protects against data leaks and reinforces public trust.



Security

Minimum Requirements

IT determines DNS settings control.

Data encryption

Reliable cloud hosting with guaranteed up-time

Automated updates, security patches, and redundant firewall solutions

Disaster recovery: 24/7 emergency support

Purchase and hold more URLs to prevent page spoofing.

Examples

- SSL Certification
- FedRAMP authorized infrastructure
- https:// in URL
- Daily offsite redundancy backups
- Backups and updates as developed
- Online status monitoring
- Event notification emails
- Recovery time objective no greater than 8 hours
- Recovery point objective no greater than 24 hours
- Preemptive monitoring

Security

Desired Features

Multi-Factor Authentication for CMS users

Directory of back end users that includes department/ division information, and ability to grant user permissions to necessary functions

.gov domain transition

Examples

- joplinmo.gov

Security

Security Excellence

Transmitting content as read-only data to protects from DDoS attacks.

We own our own apps.

Examples

- City controls any in-app purchases and/or advertising

Did we hear you correctly?

Is there anything you would like to add?

JoplinMo.org Upgrade Plan

May 19, 2025

Drew Douglas
Director of Marketing & Communications
Tony Otero
Webmaster


BID
BID
BID
BID

Research

- Analytics
- Internal + External Surveys
- “Deep dive” department/divisions
- Public User interviews
- External Advisory Committee
- Comparative Analysis



The Website Is A Tool

Warehouse of Information

Getting Things Done

Hub for Communications



Current Analysis

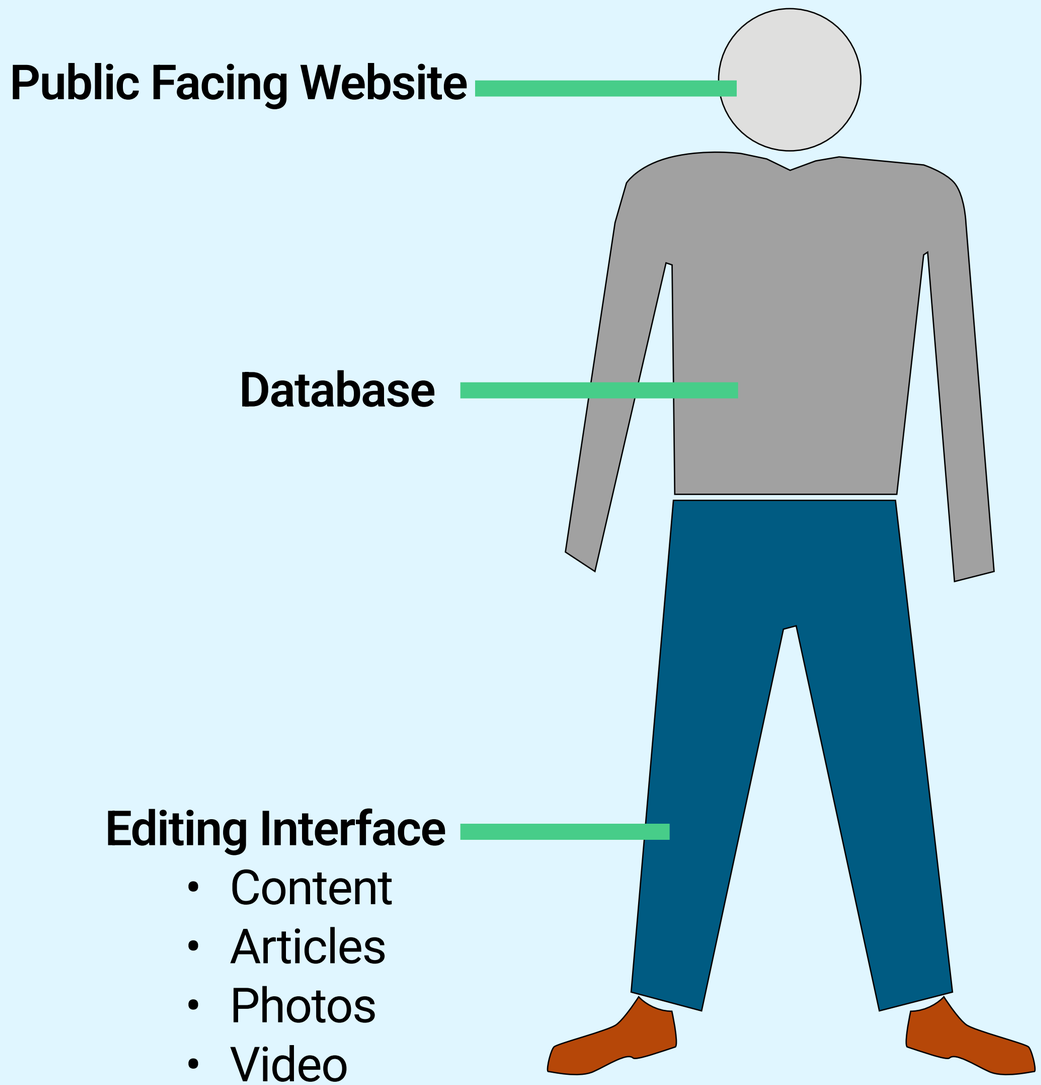
	Content	User Experience	Visual Design	CMS Platform	Software Integration	Security
Minimum Requirement	✗	✗	✗	✗	✗	✓
Desired Feature						
Excellence						

Desired Analysis: Phase 1

	Content	User Experience	Visual Design	CMS Platform	Software Integration	Security
Minimum Requirement						
Desired Feature					✓	
Excellence	✓	✓	✓	✓		✓

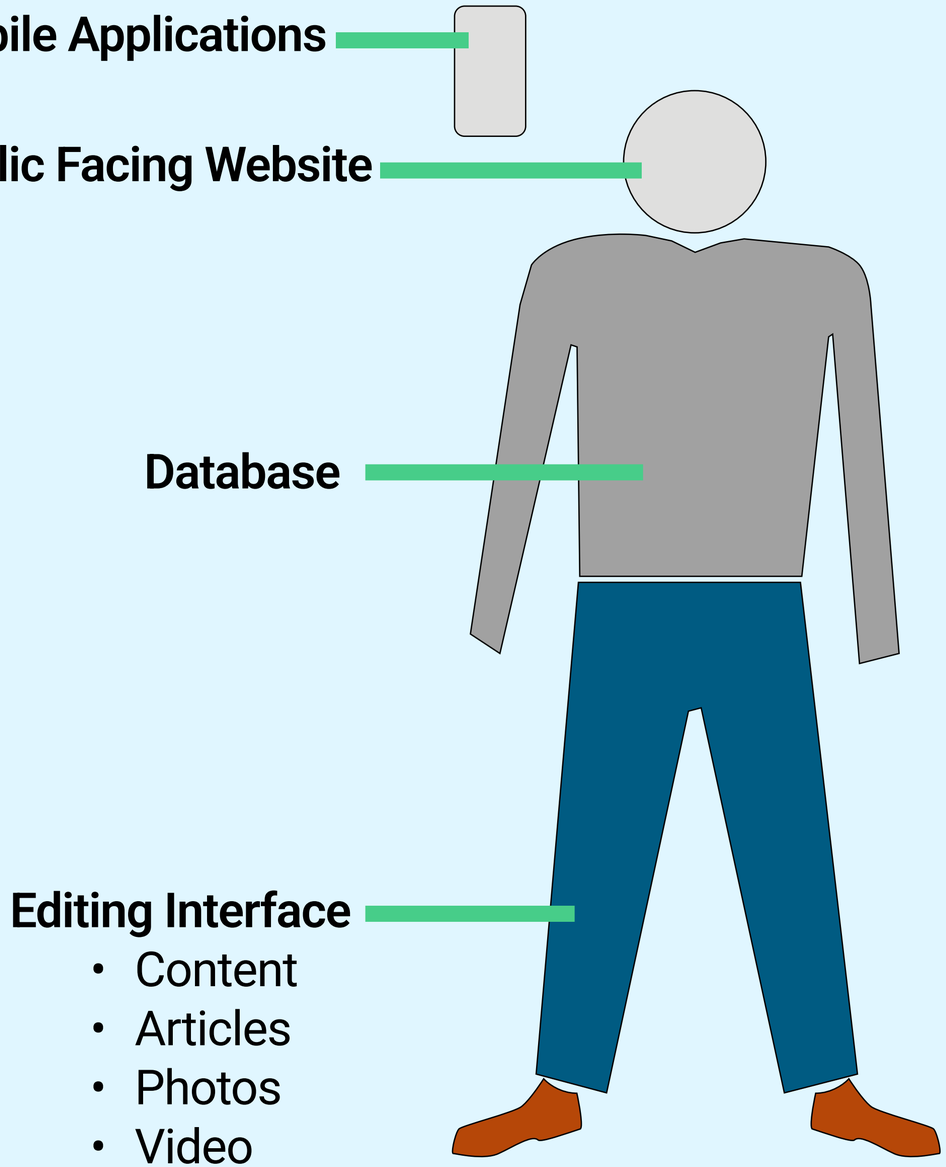
MACH Architecture

Micro-Services
API First
Cloud Based
Headless



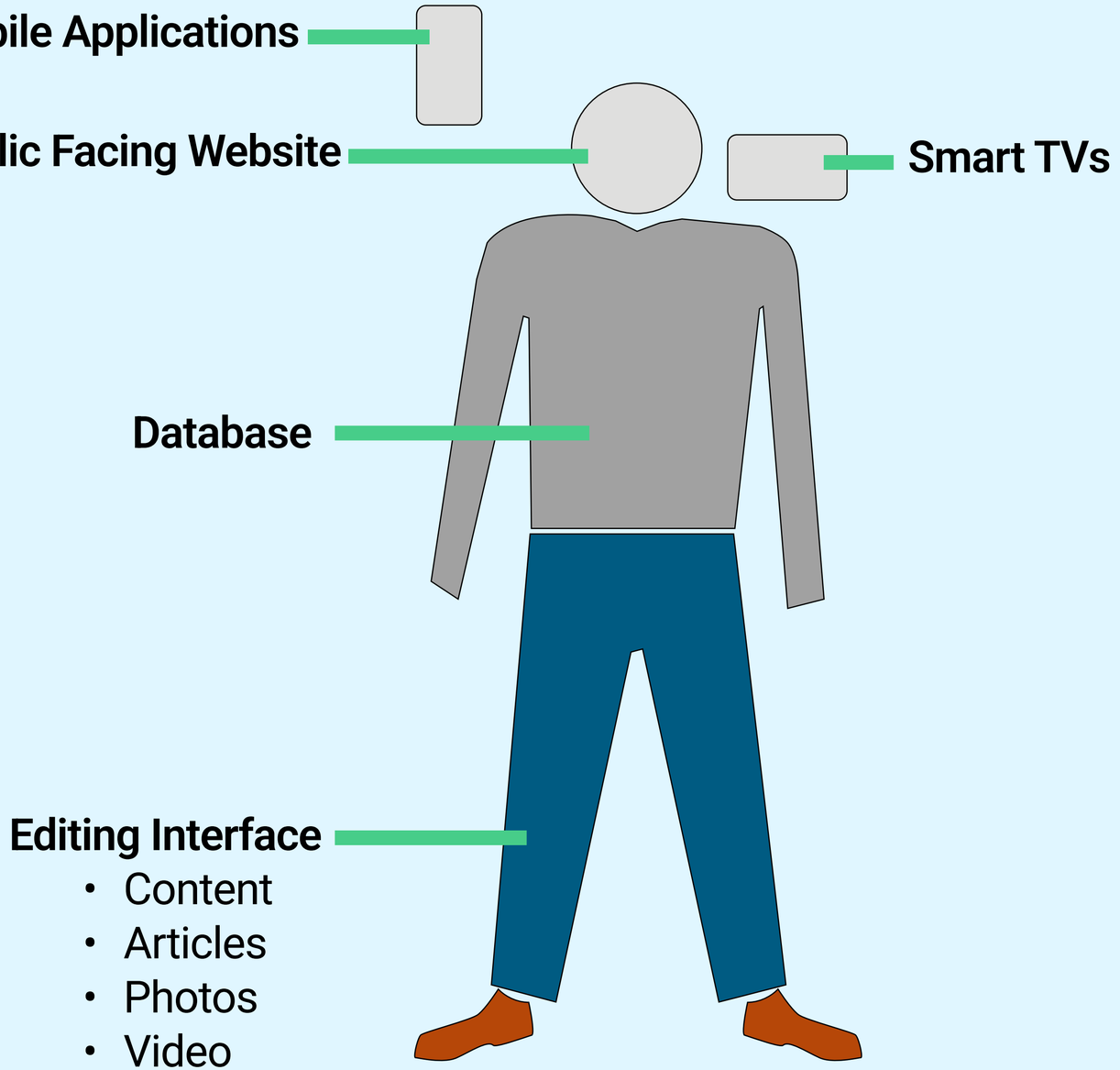
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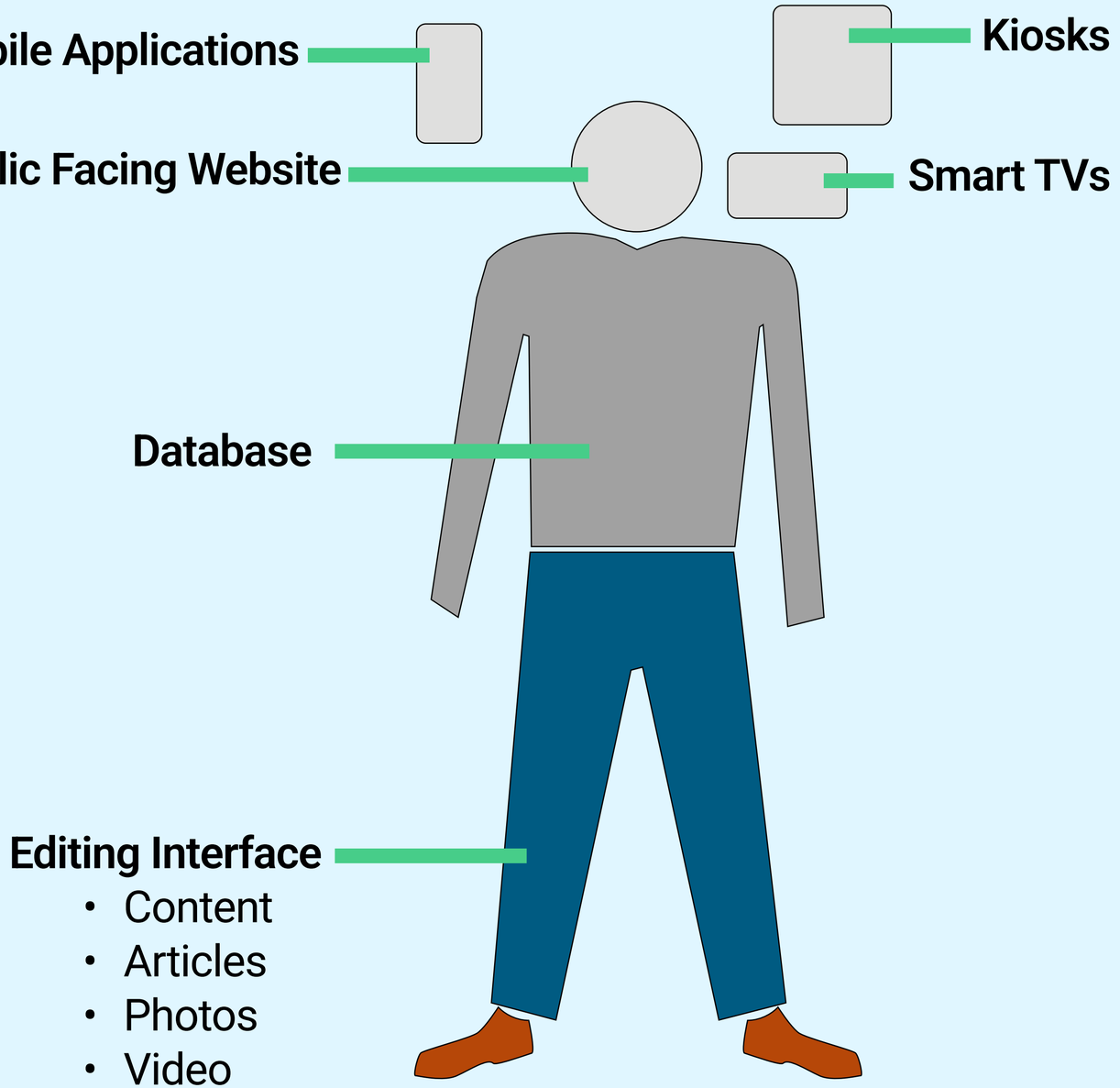
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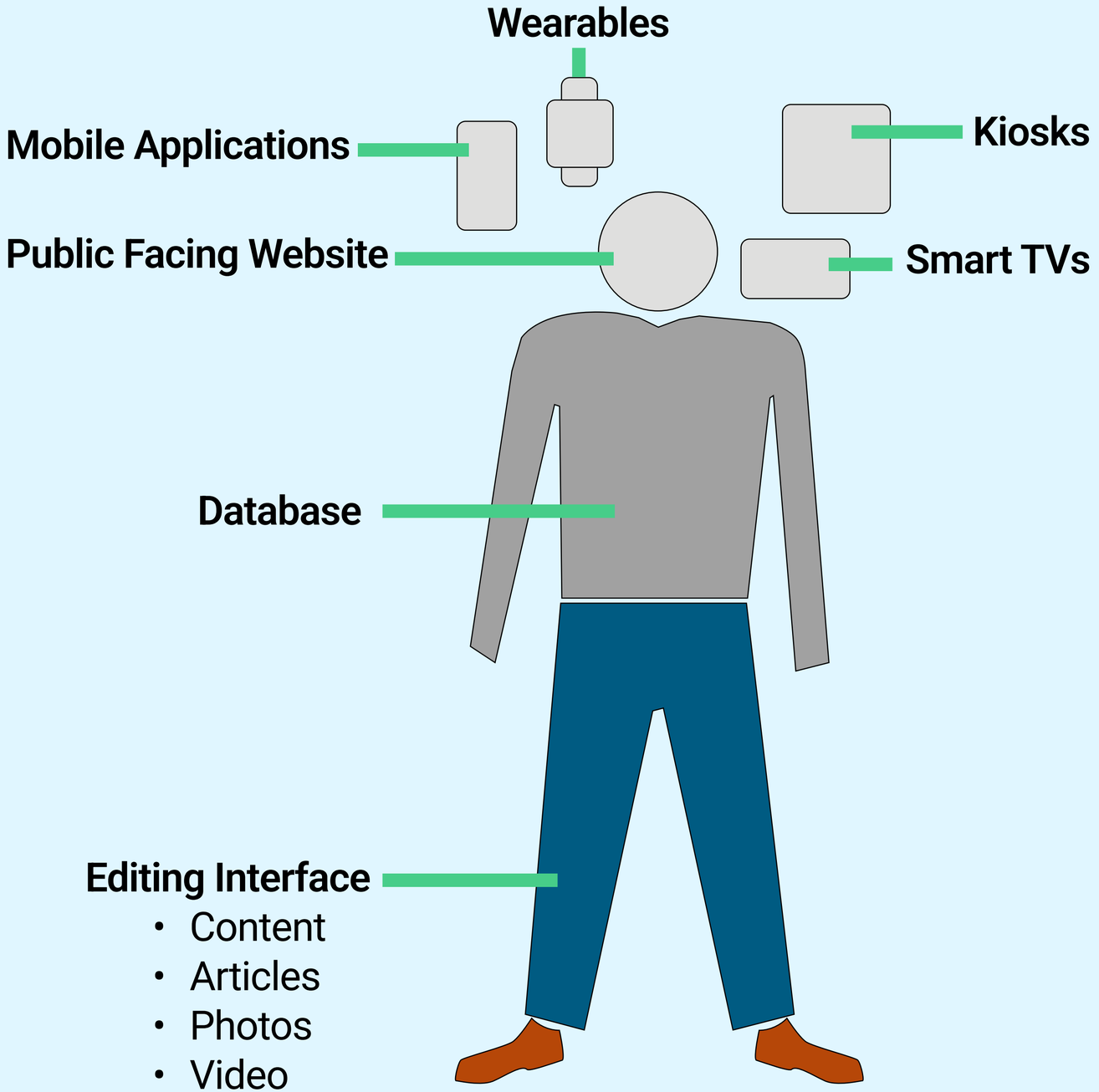
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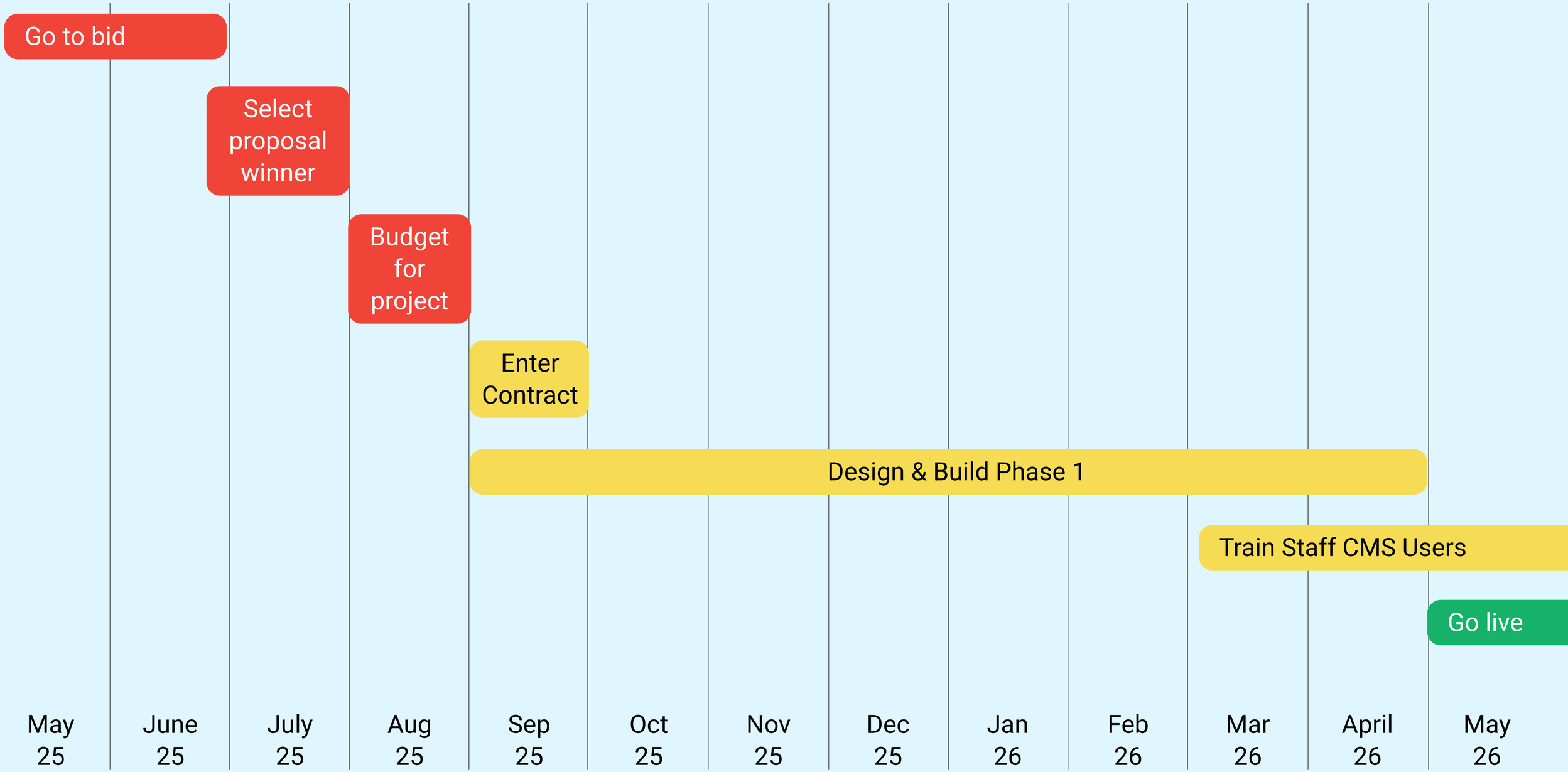


MACH Architecture

Micro-Services
API First
Cloud Based
Headless



Next Steps


Go to bid
Select proposal winner
Budget for project
Enter Contract
Design & Build Phase 1
Train Staff CMS Users
Go live
May 25
June 25
July 25
Aug 25
Sep 25
Oct 25
Nov 25
Dec 25
Jan 26
Feb 26
Mar 26
April 26
May 26

Thanks For Your Time

Any Questions?